



**2023/24**

**ANNUAL REVIEW**





# WELCOME FROM OUR CEO



The 2023/24 financial year focussed on delivering new opportunities for the sport and working with the rowing community to build bottom-up plans to help welcome more people into the sport.

The early part of the year focussed on building our infrastructure to deliver an exciting new plan, aimed at creating more opportunities for people who wouldn't traditionally take part in our sport to experience its benefits, backed and funded by Sport England. Starting with a restructure of our world-renowned START programme, we created five new regional Performance Development Academies. These hubs will attract new talent into our sport supported by connected networks of rowing activity in our member clubs, schools and universities. These networks are working with leading-edge delivery partners to introduce the sport to people for the first time through outreach activity. Crucially, they are also ensuring that the right pathways exist to enable athletes to stay in the sport for the longer term. Since that time we have welcomed a new Pathways Director, ex-international rower Nathaniel Reilly O'Donnell, into the business to oversee the delivery of the new programme. In addition, we have added 10 regional Coastal Rowing Academies to the network to develop this exciting area of the sport against the backdrop of beach sprint rowing being included in the Olympics programme for the 2028 Los Angeles Games.

While continuing to focus on welcoming more people to the sport, we have also sought to create more flexible opportunities for our existing members too. The launch of a new Community membership offer and the reintroduction of day tickets for certain competitions has provided a variety of alternative options through which to engage with the sport and to race. The roll-out of a new adaptive strategy, which includes funding and mentoring support to kick start activity in clubs, has also created new opportunities across the country. 60 or so clubs now offer some form of regular activity for adaptive and Para rowers. We recognise that we still have work to do to expand this important area of the sport.

Attracting more coaches has been another key focus, with the continued roll out of Coaching Assistant courses and new coach development opportunities to help coaches across the country deliver an even better experience for the athletes they support, as well as to grow their own skills.

The wealth of resources signposted in the Coaching Stream supports these initiatives. In addition, a qualifications review is well underway with the aim of making our formal education offering more relevant, affordable and accessible.

Membership numbers have continued to edge higher across the year, and are now at the highest levels we have seen for the past decade. Junior and adaptive rowing are at the heart of this growth, and female participation is returning close to the highest previously-seen level. At the end of March 2024 our overall membership stood at 31,747 unique members (a slight increase versus 2023) and 33,558 memberships overall.

Competition entries have also continued to rise with 172,577 seat entries across the 244 regattas and head races that were planned across the year. Many competitions over the winter months had to be cancelled because of the weather, which severely impacted rowers' ability to get out on the water in general, let alone compete.

In March we launched a landmark new Environmental Sustainability Strategy, focused on cleaning up our waters in partnership with key agencies and other sports including sailing, paddle sports, triathlon and angling, through the Clean Water Sports Alliance. In the future, we will also be working to reduce the number of invasive species that are affecting our waterways and people's ability to row, as well as looking at how as a sport we can reduce our overall environmental impact. We aim to encourage many more people across the rowing community join us in our efforts to safeguard the sport for the future, and believe that working together we can make a difference towards protecting the waters on which we row.

British Rowing's own events continued to attract strong entries in 2023 across the Junior Inter-Regional Regatta, and British Rowing Masters, Juniors, Offshore Beach Sprint Championships. Following a hiatus in 2022, we also saw the return of the British Rowing Indoor Championships in a new hybrid format in partnership with the Fitness Games. The event, which took place in Birmingham, attracted 1825 entries with 1480 individuals competing.

Following a sport-wide consultation, we announced the arrival in 2024 of a new combined Junior and Senior Club Championships, which took place at Holme Pierrepont Country Park in Nottingham in July. For the first of its kind, the event was huge success with a record junior entry and strong senior involvement too. Our aim is to make it a must-attend event in the calendar.

The GB Rowing Team has continued to produce outstanding performances over the past 18 months culminating in some historic results at the Paris 2024 Olympic and Paralympic Games, but more on that later.

Those successes were matched by a clutch of wonderful medals at the age group levels too - notably at the U19 and U23 World Championships. We are very fortunate to have the strength in depth that we do, supported by some fantastic university and club programmes, which continue to develop highly talented rowers who progress through the system. Great people make great places to work and across the athletes, the dedicated support team, and especially our coaches we are lucky to have such a dedicated team in our sport working towards a common goal.

Behind the scenes, we have been continuing to build a robust and modern organisation. We have put in place new fit-for-purpose HR and finance systems and have also been undertaking a full review of our governance structures that will allow us to work more effectively and efficiently in the future. We have introduced new policies in key areas such as safeguarding and competition eligibility. We expect to issue further updates in the year ahead, to deliver on our ambition to work with the rowing community to build a sport for everyone and one that continues to thrive long into the future.

## Alastair Marks

CEO, British Rowing



# OUR VISION

A sport that welcomes and has an offer for everyone, whatever your goal, age, background or ability. Whether you are a spectator, participant, a newcomer or a lifer, seeking competition or recreation, indoor or on the water, rowing has something for you.

## Our 'Everyone's Sport' strategy

Our 'Everyone's Sport' strategy is focused on five key pillars that aim to give as many people as possible the opportunity to try the great sport of rowing, whilst at the same time putting in place the pathways at every level that help rowers be as good as they can be.

1

Well-run, thriving clubs with a growing membership and volunteer base are the heartbeat of our sport. We are looking to work with clubs to see how we can open our sport to more people more often.

2

With over 200 competitions each year, we aim to ensure that everyone can race at a level that's right for them as well as delivering well-run and well-attended British Rowing national events that rowers everywhere want to be a part of.

3

Anyone participating in rowing should feel that they are able to do so in a welcoming and safe environment. Through more support, education and training, we will ensure rowing has the highest possible standards of safety and safeguarding.

4

Making positive experiences for everyone is central to everything we do, from the way we support and develop coaches, volunteers and umpires to the guidance and funding we are able to deliver to clubs.

5

With such a rich heritage of success on the international stage, we will continue to develop our talented athletes through strong and inclusive pathways and talent development programmes.





# ***GROWING IN NUMBERS***

Membership numbers have continued to edge higher across the year, and are now at the highest levels we have seen for the past decade. Junior and adaptive rowing have driven much of this growth, and female participation is returning close to the highest previously-seen level.

We have relaunched key initiatives such as Day Tickets for some competitions, which has generated 418 ticket sales since launch, and our new Community membership offer has attracted 463 members. In addition, new partnerships have been launched to add more value to members, such as offers from Bikmo bike insurance, Strava, Yoga4Rowers, dryrobe®, and Lifelocket sunscreen to name a few.

Our focus on adaptive rowing is going from strength to strength. Eleven clubs received funding for new equipment to support adaptive rowers. This ranged from stabilisers to special seats and hand grips. Several dedicated groups have been formed to move the strategy forward and to try and attract new rowers with disability into the sport. These include groups focused on participation through indoor and coastal as well as a group specifically focused on neurodiverse rowers within the sport.

At the turn of the new financial year we launched a new Club Affiliation product - Affiliation Plus - which includes an insurance and fundraising offer for clubs. 45 clubs took up the opportunity in the affiliation window.

A new process has been put in place to secure insurance cover for affiliated rowing tours, whether these are one day or multi-day events.

With the support of a Fundraising Officer we have provided more guidance and hands on support for clubs to secure funding for various activities, mainly youth rowing.

**502**  
BRITISH ROWING  
AFFILIATED CLUBS

**324**  
BRITISH ROWING  
UMPIRE MEMBERS

**418**  
DAY TICKETS

**31,747**  
BRITISH ROWING  
MEMBERS

**1,711**  
BRITISH ROWING  
COACH MEMBERS

**463**  
COMMUNITY  
MEMBERS



# KEEPING ROWING SAFE FOR EVERYONE

Rowing can have a positive impact in so many ways. We want people to experience the benefits it provides and to feel safe and safeguarded at every step they take within the sport. From rowers to coaches to volunteers, it is imperative that people know what to do and where to go if there is an issue.

We have invested further in our team and systems to ensure that when you need us, British Rowing is there to support you every step of the way.

The Annual Child Protection in Sport Unit (an arm of the NSPCC) review of British Rowing identified significant progress around the organisation's approach to safeguarding since its last annual review in 2022.

The year 2023 brought a significant increase in resourcing for safeguarding and CPSU summarised that British Rowing demonstrated a strong commitment to safeguarding, with significant embedding across the sport governing body, and with clear plans to continue to address gaps and drive forward good practice.

The Annual Assurance Framework undertaken by UK Anti-Doping confirmed ongoing best practice by British Rowing in delivering its responsibilities and objective to empower athletes and coaches across the organisation to know, understand and be able to act on their clean sport responsibilities.





# DELIVERING BRILLIANT COMPETITIONS

Event entries at competitions have continued to rise with 172,577 (versus 165,317 in 22/23) seat entries across the 244 affiliated regattas and head races that were planned across the year.

Unfortunately, many of these over the winter months had to be cancelled because of the weather - in particular, strong stream, high water levels, and storms. This severely impacted rowers ability to get out on the water in general let alone compete. In some cases a lack of volunteers has also led to cancellations.

**244**

Affiliated competitions

**72**

Competition cancellations

**172,577**

Seats entered

**50,913**

Boats entered

## British Rowing Events 2023/24

### British Rowing Indoor Championships 2023

Almost 1,500 competitors took part in BRIC's 50 races, competing for the national title in person for the first time since 2019.

Two World and three British Records were broken, alongside 30 championship records during an action-packed day of racing at the NEC, Birmingham on 7 December.

### Junior Inter-Regional Regatta 2024

Crews from 13 regions raced, with the inclusion of Scotland as the new 13th Region. Other changes for 2024 included creation of "Team Challenge" for single sculls and the increase of two entries per region for J15 & J16 1x.

Thames Upriver retained the Open and Overall Victores Ludorum, whilst East Midlands took home the Women's trophy.

The Martin Humphrys JP Cup was awarded to the Northern region.

### British Rowing Masters Championships 2024

Two full days of racing at Holme Pierrepont with a record-breaking entry of 910 crews from 135 clubs.

The oldest competitor was 87 years old, while the youngest competitors were two 14-year-old coxes.

The Victor Ludorum (sponsored by Faster Masters) was won by London RC.

### Swift British Rowing Beach Sprint Championships 2024

37 medals were awarded after two days of racing in St. Andrews, Scotland for the first since it became an Olympic discipline.

The championships welcomed 67 crews from 24 clubs.

Separate competitions at different venues & times of year will better suit the respective communities in the future.



# THE NEW CLUB CHAMPIONSHIPS

## British Rowing Senior Championships Consultation 2023

In late 2022 we commissioned a new consultation on the future of a British Rowing Senior Championships. The consultation attracted the views and input of over 570 individuals through direct conversations and an online survey. As a result, a new format of combined Junior and Senior Club Championships was staged at Holme Pierrepont on 18-22 July 2024.

**The biggest ever British Rowing event!**

**1,467**

Crews entered

**2,344**

Individual competitors

**6,800**

Spectators

**1,230**

Junior crews

**162**

Community clubs

**213**

Volunteers

**405**

Coaches and support staff





# CREATING OPPORTUNITIES

After securing new and improved grant funding from Sport England in January 2023, we set about using this to deliver our aim of driving a once in a generation cultural change that will see rowing reach new audiences and drive diversity amongst those who participate in our sport.

We hope this change will see a shift from a loose affiliation of clubs and organisations to a coordinated and joined up network of rowing activity, collectively working together towards a shared vision for creating opportunities for everyone.

Together, we're looking to create exceptional rowing experiences for the whole community through:

A stronger and healthier rowing ecosystem	A variety of rowing experiences that are genuinely appealing and open to all within the community	An authentic change in the face of the sport; a national team which fully reflects and represents the British population
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To achieve this we are looking to invest in the local people, infrastructure and relationships that can help make this happen so do get in touch with our community team at [community@britishrowing.org](mailto:community@britishrowing.org) if that sounds like it could be you and your club!

## Progress update

Five regional hubs have been established in the North West, Yorkshire, East Midlands, South West, and East London, with projects also active in four additional regions: Northern, WAGS, South Coast and Eastern. These projects are focused on increasing new rowing opportunities, especially for underrepresented groups. We want people to have an exceptional experience of rowing in whichever format of the sport they try. Through our investment, we will seek to create a variety of rowing experiences that are appealing and open to all within the community.

Through this work we're fostering new local partnerships that harness additional skills and resources that help grow the sport. We are involving organisations such as UK Coaching, Coach Core, Leeds Rhinos Foundation, new Active Partnerships relationships, multi-academy school trusts and FE colleges, as well as local entrepreneurs. To enable this, we've introduced new working practices; enhancing our capabilities and generating positive momentum within the rowing community.

*In total, Sport England investment helped us invest £780,000 into Indoor, LEAD and Community Projects in 2023/24.*

## Building communities

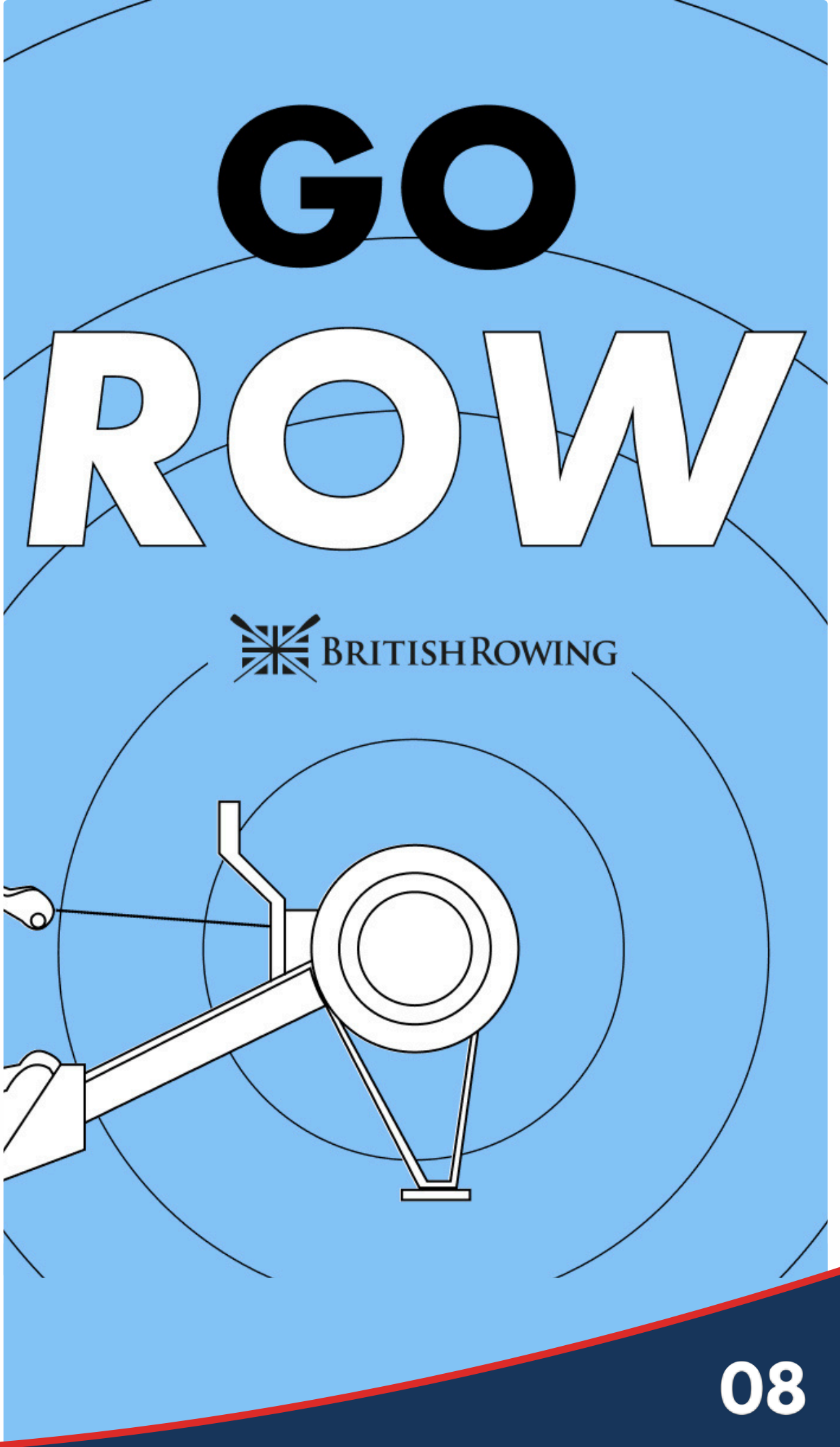
Our ability to grow is directly linked to the number of real-world opportunities created for new people to try rowing. Through direct grants and matched funding we've supported existing and new projects to grow. This work has been informed by research that we and our partners have commissioned. For example, we've recently worked with over 25 clubs and organisations across England to understand their approach to generating growth in rowing activity at a local level. This project engaged two distinct groups to understand how a range of Youth Engagement programmes work, and how clubs delivering higher volumes of Learn to Row operate.

We've partnered with London Youth Rowing, All Aboard Youth Rowing (formerly Warrington Youth Rowing) and East Anglia Youth Rowing to extend the amazing work they already do. Their work is helping connect young people in close to 200 schools to our sport. Three Sport England-funded GROW coaches have been delivering on the ground in three areas, and our efforts to support apprentice coaches are spreading to a second region. Finally, to support the community to invest in the tools they need, we've financed equipment purchases through our Adaptive Fund, indoor rowing equipment expansion and beach sprint initiatives.

## Indoor

Indoor rowing will often be the first gateway to participation in our sport. British Rowing has a range of support programmes ready to help enable organisations to begin this journey. We've seen progress across the year and it's been particularly exciting to see how the rowing community has been adopting the Go Row Indoor programme:

87 new Go Row Indoor programmes	Funding that's placed over 130 new indoor rowing machines into venues	Over 6,000 participants taking part in Sport England-supported indoor competitions
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# CELEBRATING OUR COACHES



## **Learning, education and development**

Coaches are at the core of everything we do and we recognise the pressures and expectations upon clubs and coaches are increasing. How we, as British Rowing and as a community, support clubs, leaders and coaches must match up with the situation on the ground. In October 2023 we launched our Coach Development Opportunities with backing from Sport England and UK Coaching.

In January 2024 we initiated a formal review of our qualifications with the results of this to be announced in the early Autumn of 2024.

Across all activity, 1,435 coaches took part, of whom 45% were women. British Rowing's employed Olympic/Paralympic Pathway coaches are now at 50% female, up from 36% a year ago.

## **Indoor instructor training and qualifications**

476 completed the Go Row Indoor Instructor qualification, Level 1 qualification or Boats Not Bars workshops (a project run in conjunction with Fulham Reach BC).

468 coaches attended our on-water coaching courses and workshops (including Inland, Coastal and Beach Sprints)

Three new coach development initiatives launched:

- 1** Performance Coach Development Programme (Cohort 2, 8 individuals)
- 2** Performance Coach Development Programme for Clubs (multiple coaches in one club come together as part of the programme)
- 3** Tailored Coach Development Opportunities (providing 45 coaches with the experiences, networks and support they need to excel in their coaching role and beyond)

## **Coaching Week**

In total, 438 coaches signed up to 11 different sessions.



# LOVE ROWING

CHANGING LIVES.  
TOGETHER.

**6,959**

Individuals  
impacted

**57**

Projects

**£60,000**

Donations  
made



In the year ended 31 March 2024 Love Rowing initiated a further nine projects, consisting of seven youth/school projects and two adaptive/mixed ability projects. These projects have expanded the reach of Love Rowing delivery to Bedford, Greater London, East London, Stoke-on-Trent, South Ayrshire, and for the first time a project in Northern Ireland.

The delivery of Love Rowing funded activity opens the access to rowing for underrepresented and underserved communities. In the financial year ending 31 March 2024, this has positively impacted the participation of 1,958 young people, disabled people and people from ethnically diverse communities.

In addition to open grant awards, Love Rowing support projects to meet demand in areas of need, or to further develop projects following a successful pilot. An example of this is the Tyne Amateur Rowing Club youth programme. This rowing club is situated in an area of deprivation, where local secondary schools have high numbers of pupil premiums. The impact on the lives of the young people who took part was outstanding, and linked with personal and social value impact.

Love Rowing decided to support the project and obtained funding to be able to continue activity in the existing two schools as well as growth in a further two schools. The activity aims to introduce a high number of young people to the sport and to provide regular activity for young people whose lives will benefit the most.

Love Rowing has developed a bespoke project called 'Ready to Row' in Bedford in partnership with the Poynter Charitable Trust and a grant from Sport England.

The project has engaged three state schools new to rowing, and so far has provided fun introductory indoor rowing sessions for 77 young people. The project enters its second stage of activity in March 2024 transitioning the young people to rowing on the water.

Love Rowing is delighted with the ongoing success of the Row the Rhythm project at Peterborough City Rowing Club. Row the Rhythm works with a local community sight loss charity to engage non-rowers with a visual impairment, and provides additional support to break down barriers such as transport.

The yearlong project has benefited the lives of 12 people with a visual impairment who have been introduced to a sport that has provided them with an accessible form of physical activity, enabling freedom and independence. Further funding has been sourced to develop the club as a centre of excellence and to develop the model to two further sites in 2024.



# DEVELOPING TALENT

British Rowing works in collaboration with Welsh Rowing and Scottish Rowing to ensure that young people and coaches from across Great Britain have the opportunities to fulfil their potential. Investment from Sport England, Sport Scotland and Sport Wales supports this Talent Pathway activity. British Rowing has operational responsibility for the delivery of England.

## ***Performance Development Academies***

In 2023/24 we completed a restructure of the England Talent Pathway, launching five Performance Development Academies (PDAs) in England (plus one in Scotland) with a remit to support the identification, recruitment and development of athletes. The PDAs support high potential athletes with no prior rowing experience, as well as providing additional support to talented rowers in the regions where they are based. Several hundred athletes took part in Talent ID testing in 2023/24, and over 240 rowers and 50 coaches are benefiting from being part of at least one Talent Development programme (PDAs, Regional Development Programme, Diploma in Sporting Excellence, and the Student Development programme).

Our PDAs work in partnership with local clubs and youth rowing organisations to ensure great strides are being made to embed Talent Inclusion projects as part of the Talent Pathway.

## ***Coastal Sculling Academies***

Following the announcement by the International Olympic Committee that Beach Sprints will be included in the LA 2028 Olympic Games, 11 new Coastal Sculling Academies have been launched in collaboration with Scottish Rowing and Welsh Rowing. The Academies provide a network of locations around Great Britain with suitable environments for people to try Beach Sprint racing (and coastal sculling), and to train and develop their skills - with the aim of being selected for the GB or Home Nations Beach Sprint teams. Supplementing this, Beach Sprint taster days have been taking place inland and at the coast creating opportunities to learn this new format.





# 2024: CONSISTENTLY WINNING

## PARIS 2024 OLYMPIC GAMES



The Paris 2024 Olympic Games saw the GB Rowing Team deliver its best ever overseas Olympic Games, winning three gold, two silver and three bronze medals. Impressively, 36 of the 42 competing athletes returned home with a medal!

## PARIS 2024 PARALYMPIC GAMES



Great Britain achieved its best-ever performance in Para Rowing, leading the medal table at the Paris 2024 Paralympic Games. All four ParalympicsGB boats secured medals, with the team earning three golds and one silver.

## JUNIOR SQUADS U23 SUCCESS



Great Britain's U23 athletes won five gold medals and one bronze medal at the 2024 World Rowing Senior, Under 23 and Under 19 Championships in St Catharines, Canada, finishing top of the medal table for the age group.

## JUNIOR SQUADS CONTINUE TO EXCEL



GB U19s won one gold and five silver medals at the combined Senior, U23 and U19 World Rowing Championships in St Catharines, Canada.

The U19 Men's eight win meant GB are senior, U23 and U19 champions in that boat class for a second consecutive year.

## TEAM ENGLAND SWEEP THE BOARD



At the Home International Regatta, the England Rowing Team retained the trophies for Junior Women, Junior Men, Senior Women and Senior Men.

At the Home International Rowing Regatta, the England Rowing Team retained all four trophies for the third consecutive year.

## BEST EVER RESULTS FOR GB ON THE BEACH



At the 2024 World Rowing Beach Sprint Finals, Great Britain won three golds and a silver medal across the senior, para and junior squads, finishing second on the medal table in Genoa, Italy.





# HISTORY MAKERS







# HISTORY MAKERS





# SUSTAINABILITY LAUNCH

2024 saw the launch of British Rowing's sustainability strategy, taking place at the River and Rowing Museum in March.

## Helping our waters thrive

With our clean water partners, we have conducted phosphate and nitrate testing at six clubs and E. coli testing at one club, along with a testing programme at the National Training Centre in Caversham. This has generated significant media interest, increasing pressure on water companies to invest in infrastructure and urging the government to support the Environment Agency and enforce regulations more rigorously.

Critically, our own 'Guidance for Rowing When Water Quality is Poor' was issued alongside the Environmental Sustainability Strategy launch.

British Rowing's Thriving Waters Scheme launched in May 2024, asking for expressions of interest for affiliated member clubs for:

- Water testing
- Litter picking
- Invasive species management

## Learn, educate and facilitate

A series of three webinars took place in March, May and June, with a follow-up winter series underway. Opportunities for clubs to go on carbon footprint workshops and other educational courses have been communicated through the Regional Chairs Forum.

British Rowing staff are also educating themselves and clubs in this regard, through their membership of British Association of Sustainability in Sport (BASIS) and the courses and webinars it hosts.

## The Clean Water Sports Alliance

British Rowing is one of the founding members of the Clean Water Sports Alliance. This has three asks:

- Regulators to be adequately funded
- Accurate access to real time water quality information all year
- A change from Bathing Water status to Recreational Water status

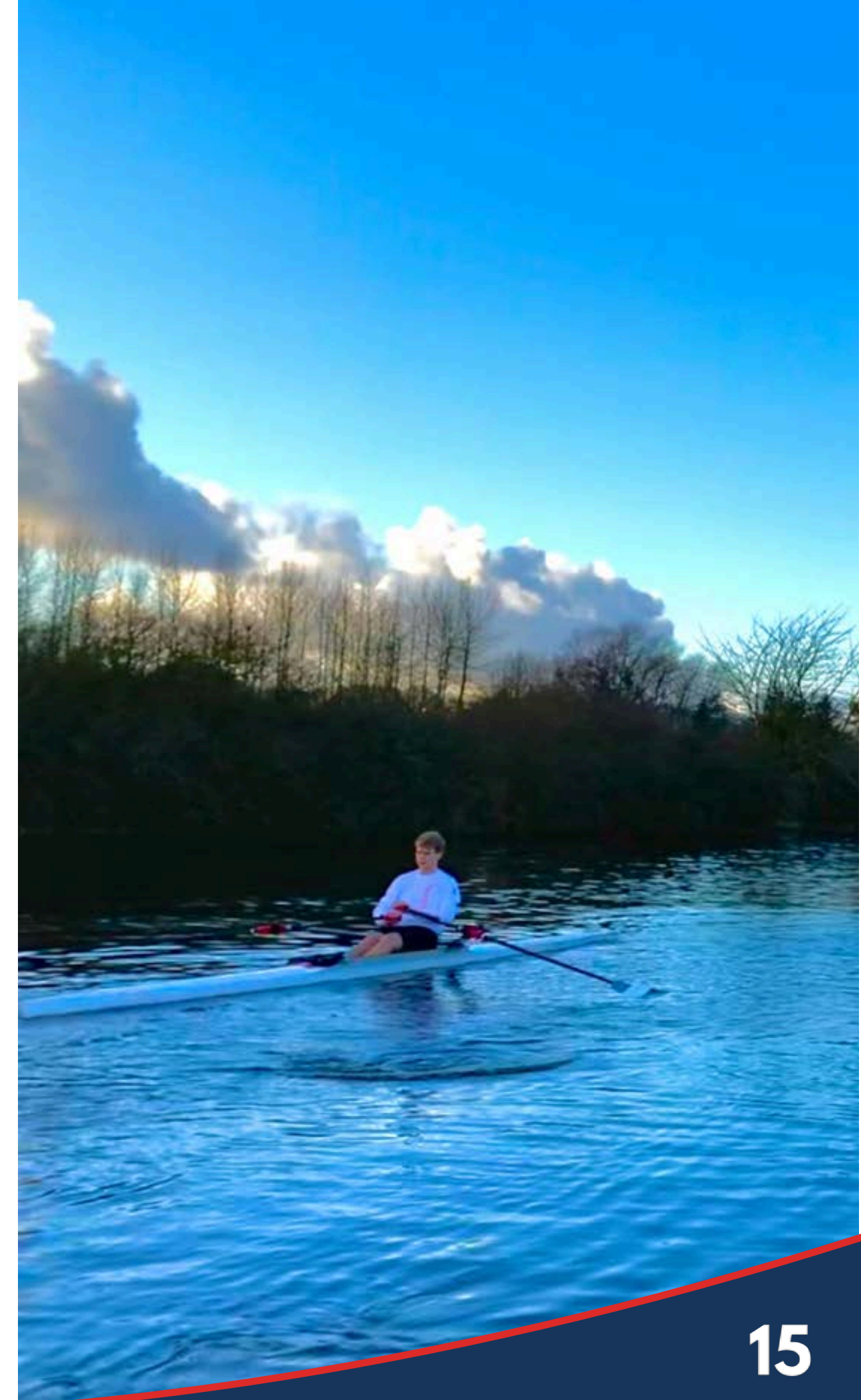
Our focus for the next year is built on water testing advocacy and 'catchment' projects (e.g. helping with wetlands projects, river bank building, litter clearing).

The alliance has gained significant media coverage and generated 99% positive sentiment ratings on social media.

## Inspire and celebrate

We were delighted to be shortlisted for the BBC Green Awards and to have been recognised as a leader across the sector at the BASIS Annual Sustainability Sports Awards.

Olympic champion Imogen Grant has also been crowned Athlete of the Year at both the International Olympic Committee (IOC) Sustainability Climate Action Awards for her tireless campaigning for a better planet.





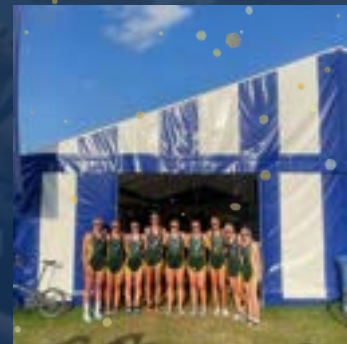
# CELEBRATING THE TRUE HEROES OF ROWING

The British Rowing Awards celebrate those at the heart of rowing. From those who help to support others in having a great rowing experience, to those who deliver some great performances across the year. Our 2023 awards saw a record number of nominations from the community. We'd like to extend a huge thank you to everyone who took the time to nominate someone, and congratulations to all of the winners for your contributions to the sport.



## CLUB CREW

SARAH LEWIS AND ISSEY BARNES  
GREENBANK FALMOUTH RC



## UNIVERSITY CREW

UNIVERSITY OF NOTTINGHAM BOAT CLUB  
WOMEN'S EIGHT



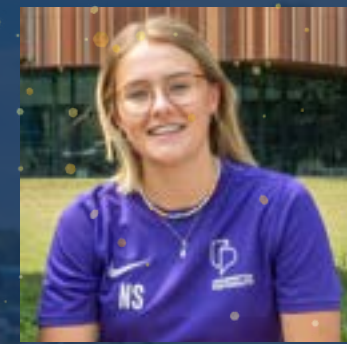
## VOLUNTEER

ANNE GUNN  
LOWER THAMES RC



## JUNIOR/SCHOOL CREW

WYCLIFFE COLLEGE BOAT CLUB/  
WYCLIFFE JUNIOR ROWING CLUB WJ18 QUAD



## RISING STAR VOLUNTEER

NADINE SMITH  
UNIVERSITY OF PORTSMOUTH RC



## ROWING PROJECT

EAST ANGLIA YOUTH ROWING



## COMMUNITY COACH

HANNAH VINES  
DORNEY BC



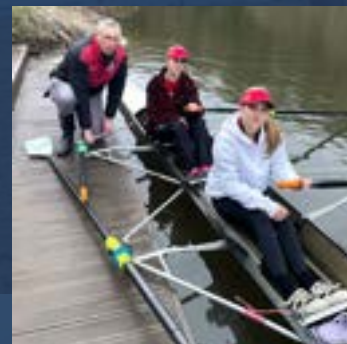
## COACHING TEAM

THE JUNIOR COACHING TEAM  
TYNE ARC



## TALENT DEVELOPMENT COACH

RHONA MACCALLUM  
TIDEWAY SCULLERS SCHOOL



## LIFETIME ACHIEVEMENT

IAN STONEHOUSE  
ST LEONARD'S SCHOOL BC



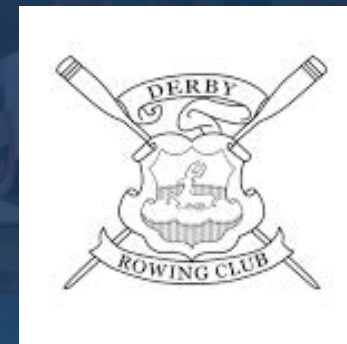
## MEDAL OF HONOUR

PAULINE RAYNER MBE



## MEDAL OF HONOUR

GEORGE HAMMOND



## AFFILIATED CLUB

DERBY RC



## BERYL CROCKFORD AWARD

PAULINE HIGGINS



## NATIONAL ROWING SAFETY AWARD

TONY REYNOLDS



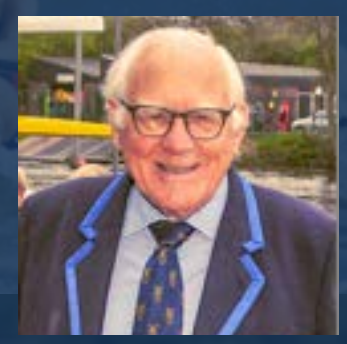
## MEDAL OF MERIT

JANE PERRY  
PAIGNTON ARC



## MEDAL OF MERIT

MARK DEWDNEY  
STRATFORD UPON AVON BC



## MEDAL OF MERIT

BONNER DAVIES  
ROYAL CHESTER RC



# LEARN TO ROW

**68**

Clubs engaged

**1,090**

New rowers

**59,637**

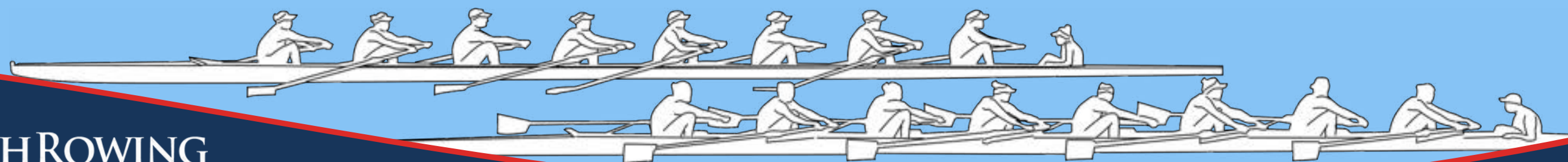
Homepage views

The Olympic and Paralympic Games saw rowing take to the spotlight this summer. With more eyes than ever on our sport, British Rowing launched a pilot Summer Support Scheme with the aim of allowing clubs to capitalise on the increased interest in rowing.

The main purpose of the scheme was to support clubs in running affordable Learn to Row courses throughout the country. This was backed by grant funding, by the introduction of a new easy-to-use booking portal and by a nationwide marketing campaign to encourage local communities to visit their club and give rowing a go.

## Support for clubs included:

- Grant funding to support costs of running Learn to Row courses
- GoRow.BritishRowing.org - a booking system designed to promote Learn to Row courses, Go Row Indoor classes and taster sessions
- Webinars and forums to educate on best practice for clubs
- Practical Learn to Row handbooks and an updated Organisers Guide
- Resources and advice on communications and marketing
- Additional Sport England-funded coaching support
- Paid media support to promote Learn to Row courses





The

# GREAT BRITISH

7-8 September

# ROWING WEEKEND

**72**

Clubs engaged

The inaugural Great British Rowing Weekend saw clubs all around the country open their doors to their local community to run free rowing taster sessions on 7 - 8 September.

**30**

Average attendees per club\*

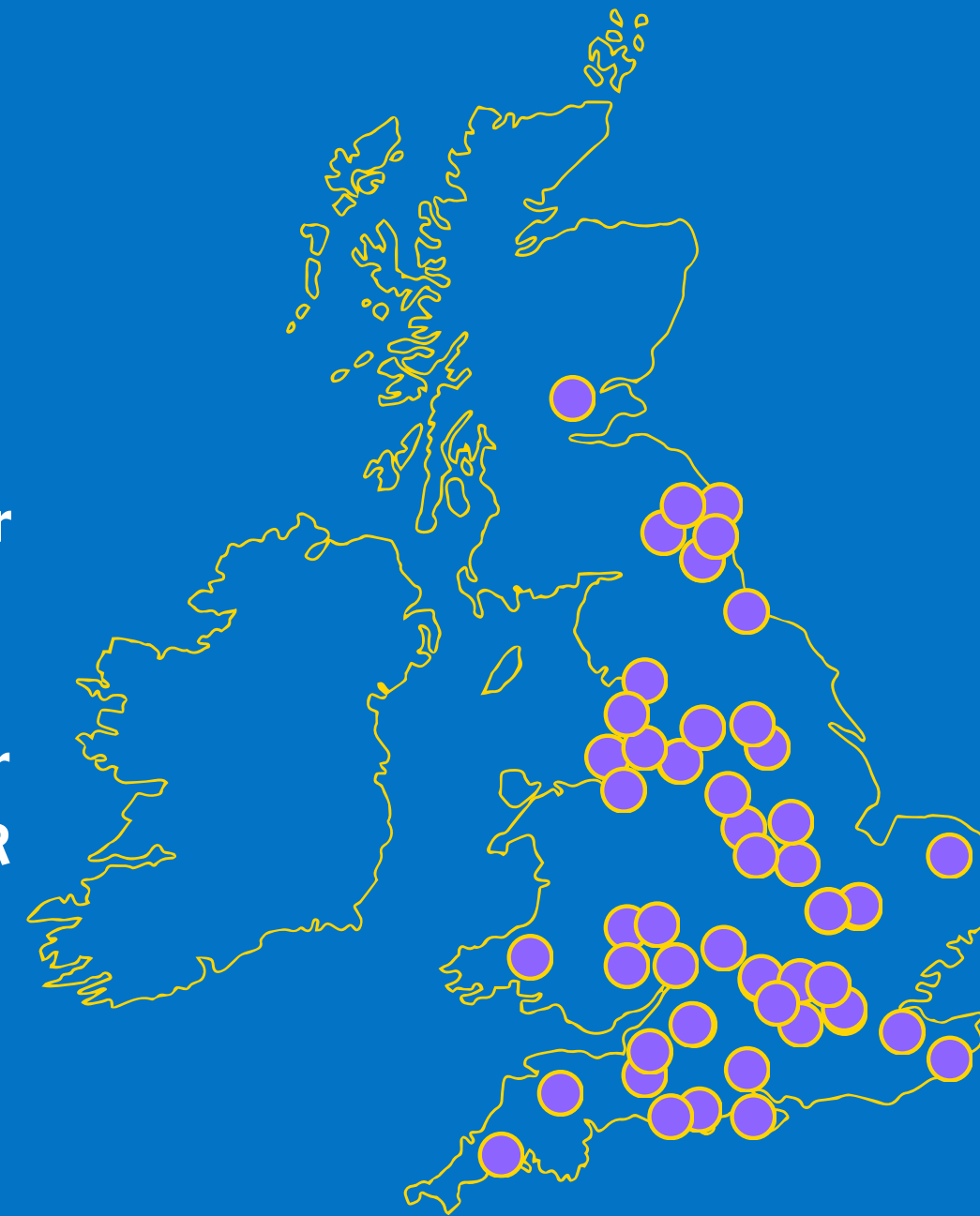
British Rowing supported clubs with promotional materials (including bunting, layards for volunteers, giveaway prizes and more), session plans and a nationwide marketing and PR campaign to raise the profile of the support and awareness for the weekend itself.

**60.7%**

Average return rate to club

“This was a great initiative and has really benefited our (small) club, bringing in valuable revenue and new members. We have converted 3 visitors into full members so far, with more to come. It really helped us to build some momentum and has given us a focus, leading to plenty of positive returns for us.”

- Southport Rowing Club



\*Statistics based off feedback from 25 / 72 clubs



# THE GROWTH OF INDOOR ROWING

In January 2023 we launched Inside Indoor, an innovative new platform aimed at engaging indoor rowers - in every gym, at home, and in clubs across the country. Still in its infancy, Inside Indoor is continuing to break into the existing indoor rowing community and become a recognised name in the fitness market. Since its inception, the user base has grown substantially, with thousands of users registered with the site.

## Cross Team Challenge

Growth has been driven by the acquisition of the Cross Team Challenge (CTC). This monthly challenge on Concept2 machines has been a key part of the indoor rowing community for nearly twenty years. Each month a different team will set a new challenge and athletes from around the world submit scores for their teams and for their 'boats'. The system has registered its 2,000th user and is well on its way to fulfilling its full membership potential from over 40 countries around the globe. Currently almost 7,000 subscribers are signed up to the site.

## ROW31

Inside Indoor has continued to grow into the new year as the annual ROW31 campaign was hosted on Inside Indoor for the very first time. Each day and week with Inside Indoor presents new opportunities for people to engage with this format of the sport. The conversion rate of those visit the platform to becoming signed-up users remains at a strong 8.5% with all users remaining active. The training plans and row-along videos that have been created along with Master Trainers remain to be the most popular pages.

## The future of indoor rowing

As 2024 unfolds we of course build towards the 2024 British Rowing Indoor Championships but also look beyond that to 2025 and preparing for the role that indoor rowing will play in the Olympic Esports Games. This presents a wealth of possibility away from the traditional realms of rowing and takes indoor rowing and Inside Indoor deeper into the fitness market.





# GROWING OUR ONLINE COMMUNITY

British Rowing continues to refine the focus of our marketing and communications to provide relevant, engaging content on the channels where our community consume it.

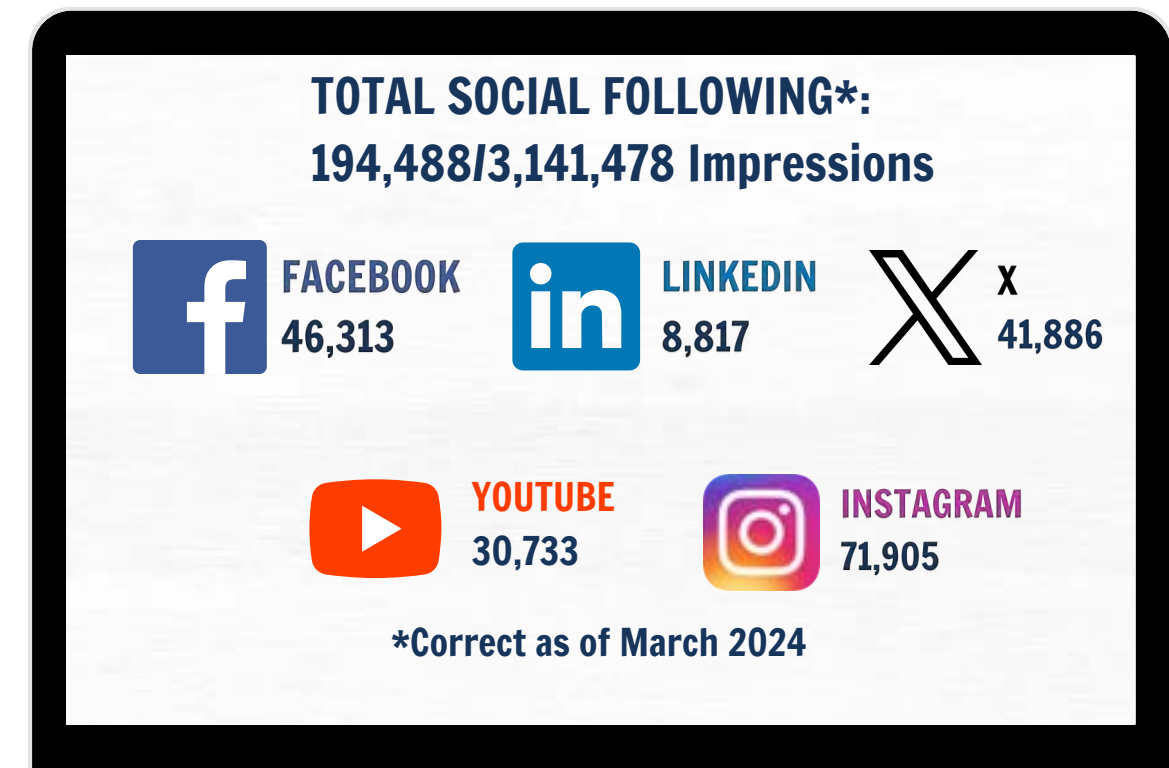
We aim to educate, inform and inspire, providing useful, educational content for the rowing community and reaching past our followers to show the true face of our sport to those who could be persuaded to pick up a blade!

Communications have gone from strength to strength over the 2023/2024 financial year, with and consistent growth across all our priority channels. Instagram engagements went up by 70% over the 2023/2024 financial year, demonstrating a significant increase in the value of our content to our audiences.

We draw important information from dedicated analysis of our online performance, helping to inform us of the content and topics our community cares about the most. Age group GB Rowing Team content continues to produce huge engagement spikes, whilst one-off events (such as the Paris 2024 Olympic and Paralympic Games) capture attention and interest that expands beyond our online community.

In a Games year the GB Rowing Team Instagram account saw a large, expected spike in growth, with dedicated support increasing the following by nearly 13,000 followers in the last quarter of the year.

We've increased an emphasis on User Generated Content to give our community a home on our channels. Drop us a message to get in touch!



## TOP POSTS (ENGAGEMENT) APRIL 2023- MARCH 2024

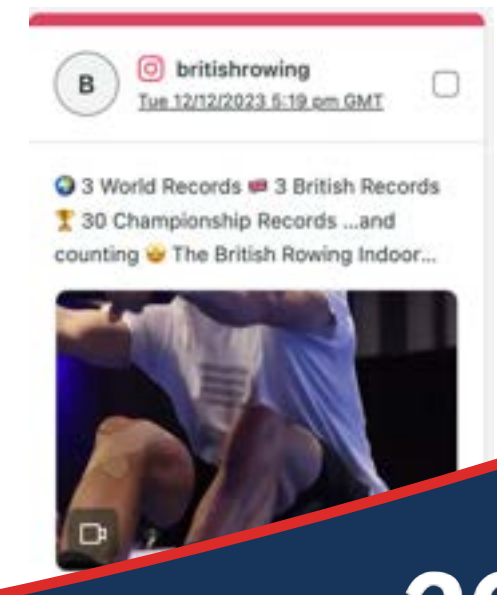
The Boys in the Boat filming locations



U23 World Championship team announcement



British Rowing Indoor Championships round up





# MODERNISING OUR BUSINESS

The HR department at British Rowing has made major strides in enhancing systems and processes.

## **HR system**

A new HR system has been successfully implemented, leading to significant improvements. This system has elevated the protection of personal data and documentation. It has automated several manual processes related to onboarding, recruitment, and feedback cycles, and it facilitates the annual appraisal process. These advancements streamline operations, reduce administrative burdens, and ensure efficient and accurate collaboration across teams and departments through enhanced automation and reporting features.

The system has also improved recruitment and onboarding, creating a seamless and welcoming journey for potential candidates and new hires, from application through to their first day and beyond. Moreover, the system's advanced data analysis capabilities empower decision-making processes through comprehensive insights. Real-time reporting allows the HR department to identify trends, assess the impact of initiatives, and proactively address potential issues, thereby enhancing strategic planning, resource allocation, and fostering a culture of continuous improvement and innovation.

## **IT news**

The 2023/4 year has seen a range of work across our technology and IT platforms from the upgrading of our server infrastructure to drive efficiencies in cost and function and improved cyber security, to new platforms for HR and membership communication. Cyber security has continued to be a significant element of the IT/Technology work throughout this year. We have secured Cyber Essentials accreditation as part of the assurance review of our platforms and this will now form the basis for an ongoing annual review. Cyber security is also an important factor in looking at all our systems, both those serving the business internally and those directly providing services to our members, customers and suppliers. We have worked with our hosting partner Pulsant to migrate our legacy servers to a new platform, in the process retiring legacy software to reduce our cyber risk.

We have continued to develop our existing platforms with the introduction of day tickets in BROE, the GoRow Learn To Row booking platform, integration with a new digital communications platform (DotDigital), and the introduction of new modules in the Rower Development Guide.

## **People development**

British Rowing invested in several people development initiatives. These include structured leadership training opportunities aimed at nurturing the growth and potential of our leaders. By investing in the professional development of staff, British Rowing is not only fostering a culture of continuous learning but also ensuring a skilled and motivated workforce ready to tackle future challenges and opportunities.

A line manager training initiative was launched. All managers attended a 2-day training course provided by an external training provider. Feedback of the course and content has been overwhelmingly positive. Participants found the course helpful, informative, engaging and interactive. Additionally, mental health first responder training was offered to all staff, with 12 employees completing the training to become mental health champions. These champions play a crucial role in promoting mental well-being, offering support, and guiding colleagues to appropriate resources and professional help. This further contributes to reducing stigmas associated with mental health, fostering open conversations, and prioritising employee well-being, thereby fostering a more caring and supportive work environment.

We are confident that these initiatives and enhancements will not only improve our operational efficiency, but also create a more supportive and dynamic workplace for everyone, as part of our ongoing commitment to building a more robust organisation fit for the future.

## **Working groups and employee voice**

We believe in the power of collaboration and the importance of every employee's voice. To this end, we have established three working groups dedicated to co-creating solutions that will enhance cross-departmental collaboration, foster innovation, and address specific organisational challenges. These groups focus on three topics: office and work environment, reward and recognition, and British Rowing values. These groups are supported by the HR team and bring together individuals from different teams to share expertise, brainstorm solutions, and implement initiatives that drive continuous improvement. These efforts contribute to a more dynamic and agile organisational culture, promoting creativity and innovation by leveraging diverse perspectives and skill sets.



# HOW ARE WE FUNDED?

As the recognised National Governing Body for our sport, you can have confidence in the responsibility and accountability we have for the safety, delivery, and sustainability of rowing in the UK.



The British Rowing Group comprises of three operating entities.

## **British Rowing Limited**

This is where the majority of the Group's income and expenditure is channeled, includes membership fees, as well as grants and donations from arm's length government agencies such as UK Sport and Sport England which award grants to British Rowing to deliver specific aims and objectives.

## **British Rowing Events Limited**

The vehicle through which all major events spend is channeled.

## **The British Rowing Charitable Foundation (Love Rowing)**

This operates as an independent charity with British Rowing as its one constituent member. It is focused on fundraising and the giving of grants to projects specifically in the areas of adaptive rowing development and venues that create opportunities for young people who traditionally would not row.

Our work is divided into five broad areas: Membership and Community; Operations; Performance; Pathways; and Communications, Marketing and Partnerships.

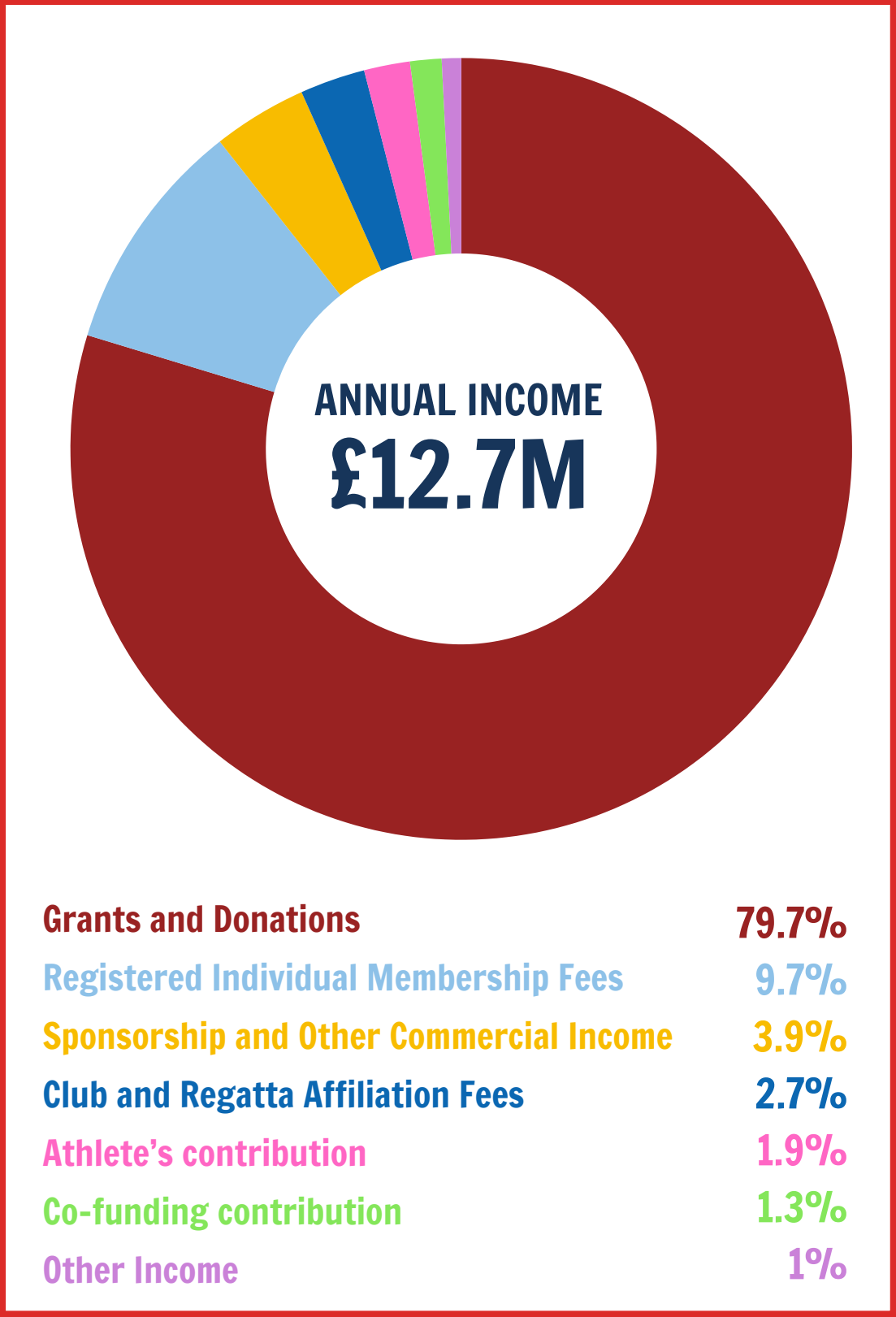
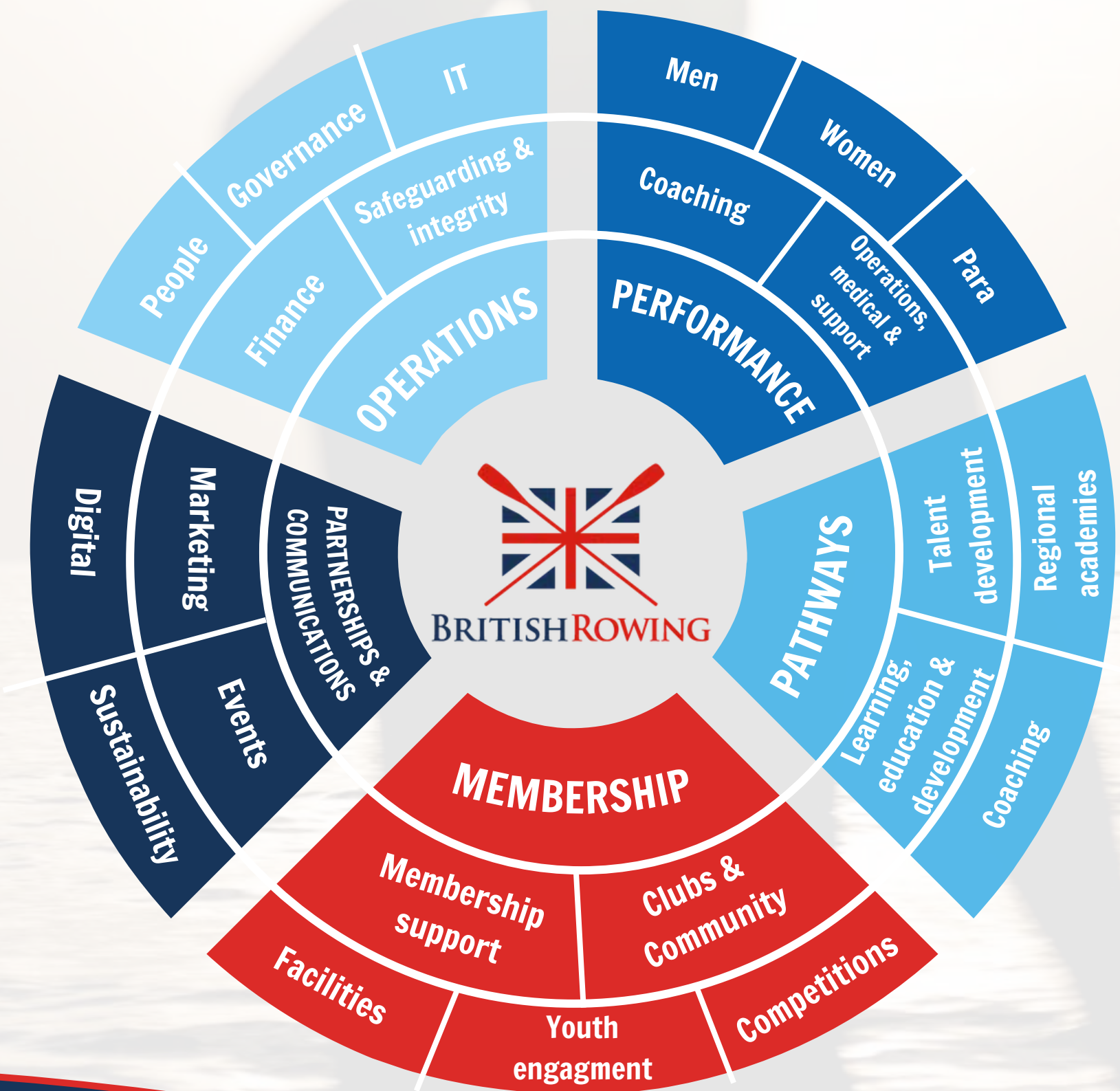
That means that from the first, tentative moment someone gets out onto the water with the support of a coach to the point when they achieve greatness in our sport, you will, as a British Rowing member, have played your part in helping to make it happen.

As your membership organisation, we are committed to ensuring that we operate transparently, responsibly, and in a sustainable way. Our detailed annual accounts for the year can be found on the British Rowing website. Your membership is one of three core ways in which the work we do is funded - alongside grant income received from funding partners such as Sport England and UK Sport, and other commercial income.

The combined income is used to support the delivery of community activity, membership support and benefits, the performance programme across all disciplines, learning and development for the rowing workforce, our programme of British Rowing national events and competitions, safeguarding and safe sport, as well as other central expenditure such as overheads, IT, governance and our work to promote and celebrate rowing.



# HOW ARE WE FUNDED?





# MAKING A DIFFERENCE

## What does your British Rowing membership help to fund?



## How your British Rowing membership makes a difference, for you and for rowing

When you join a British Rowing affiliated club you can also become an individual British Rowing member - or you can simply become an individual member in your own right too. Not only does this mean you can take part in rowing activity knowing you are safe and supported, but you also become part of something special - a community of British Rowing members who make rowing what it is.

As the National Governing Body for rowing, we are a not-for-profit member organisation who are here for you and for rowing. By being a member, you enable us to work with our clubs to deliver fantastic rowing experiences for all, as we invest your membership back into supporting you and your sport so that we help rowing and everyone in it to thrive.

Whilst we are lucky enough to secure grant funding to support our performance and outreach programmes from which the community benefits, your membership matters - from exclusive member offers and discounts and the very best peace of mind insurance cover, to grassroots programmes that help more people discover the joy of rowing, and support for clubs and coaches to help them provide a safe, supportive, and enjoyable environment.



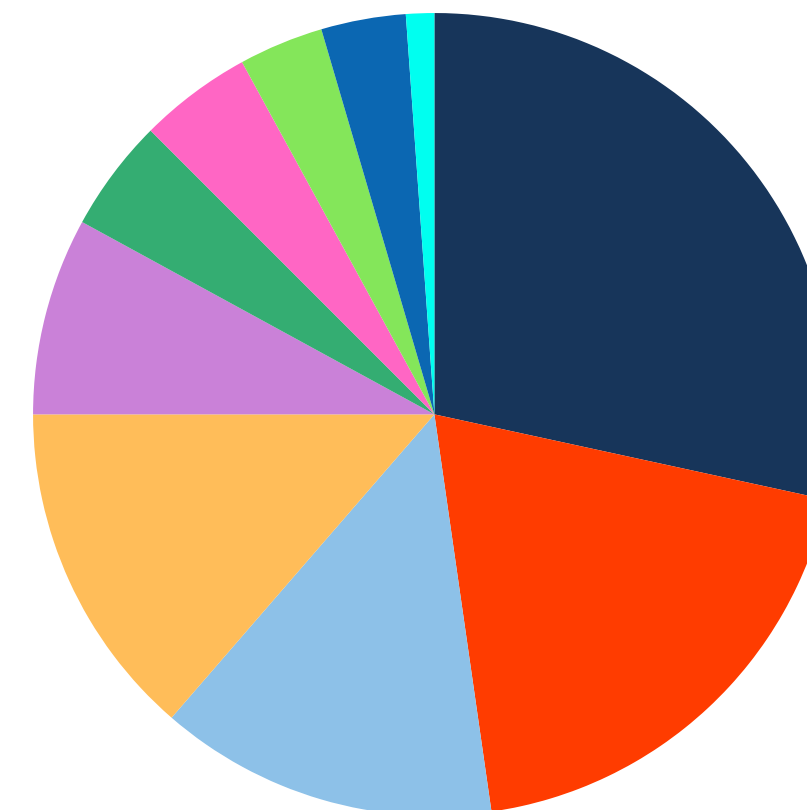
# WHERE YOUR MEMBERSHIP SUPPORT GOES

British Rowing's expenditure against membership-specific income is focused on supporting the British Rowing community and the infrastructure that enables this outside the Performance programme.

In addition, a further £3,000m of Sport England funding is fed directly into activity that supports the rowing community and the pathway. In the past year we have prioritised initiatives and plans to build capacity in the system be that through the creation of new community hubs or a new approach to running Learn to Row courses and the Great British Rowing Weekend.

We have continued to invest in our membership offering through the launch of new benefits and promotions whilst the take up of Day Tickets for those who want to compete occasionally continue to rise. We will continue to invest in our membership and whilst there were price increases at the turn of the new financial year we will continue to see how we can make rowing as affordable and as accessible as possible in all of its forms.

FOR EVERY £1 OF MEMBERSHIP INCOME WE SPEND:



British Rowing Staff	£0.25
Marketing, Events and Competitions	£0.17
IT Systems and Support	£0.15
Membership Services	£0.12
Safeguarding, Safety and Governance	£0.12
Learning, Education and Training	£0.07
Insurance	£0.04
HR Support	£0.04
Donation to Love Rowing	£0.03
Almanack	£0.01



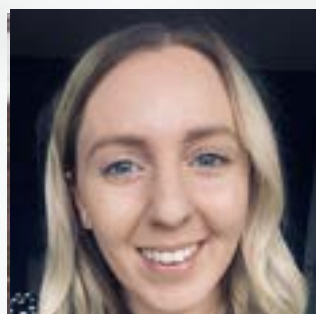
# WHO TO CONTACT



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**Ben Gillard**

Safeguarding Lead

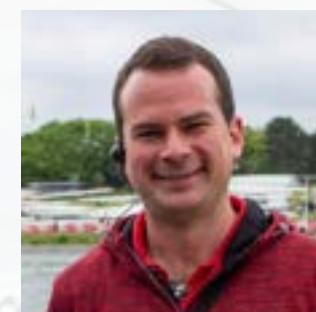
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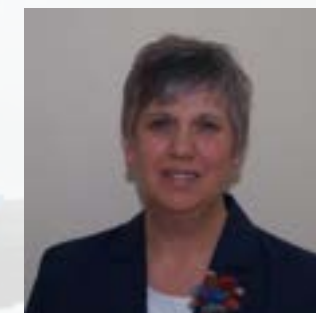
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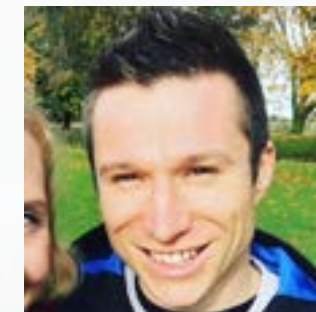
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# THANK YOU

Our role at British Rowing is to support the rowing community and to help it develop the sport across the country. Thank you for working with us to make that happen. We value your ideas as to how we can collectively make the sport better.

If you have additional thoughts, we would love to hear from you, please drop us a line. With an exciting future ahead and change underway to ensure rowing is enjoyable, safe, and open to everyone, we hope you're excited about being part of the British Rowing family for the next year and beyond!

