The ARA Youth and Community Programme

Simon Dickie
New participants through new activities

Rowing for life through clubs with excellent facilities and well-supported volunteers

Inspiration through success on the world stage and at London 2012
An exciting 3 years ahead
But there are challenges!  
20,000 years
20 years - This is also an opportunity for rowing !!
Fundamental Policy

Clubs

Clubs

Clubs

Clubs
Volunteers
Volunteers
Volunteers
And
Key Impacts 98-2008

- 100% increase in ARA membership
- 40 new paid grass-roots coaches
- 1000+ schools offer rowing
- 700 schools linked to a rowing club
- Development staff in each region
- Fully funded Talent ID programme
- Enhanced funding for facilities
- Recognition by Gov’t – Education / Health
- Helped secure funding for WRC 05/06
- Played part in winning 2012 Olympics
- 140,000 adults now say they row
• Video
Content

- Who am I?
- What do I do?
- Research – how to get people to try rowing
- Increasing participation – Project Oarsome
- Project Time scales
- The Bigger Picture
- What advice can I give?

But first: What do you think about rowing?
Active People – Government Survey of Sport

TNS – Survey for Rowing in the UK
What appeals to non-rowers? Here is what people in the UK really think.

Keeping fit and being out on the river are most appealing to non-rowers.
What are the factors that discourage people from taking up rowing? (1min)

What could be done to encourage new rowers? (1min)

What could be done to retain more existing rowers? (1min)
Aspects of Rowing which are discouraging

- Don't feel confident in water: 18%
- Just never considered it: 18%
- No opportunity in local area: 11%
- Only for younger people: 8%
- Takes too much commitment: 7%
- Wouldn't know where to go to find out about it: 6%
- Would have to buy lots of expensive equipment: 5%
- Take up too much time: 5%
- Don't think would fit in with other rowers: 4%
- Not interested/doesn't appeal: 3%
- Disabled: 2%
- Too technical: 2%
- Rowing clubs unwelcoming: 2%
- Not fit enough/ill: 2%
- Back injury: 2%
Actions that would encourage new people to try rowing

- 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 rowing: 28
- Low cost membership - row during times when competitor rowers not using facilities: 26
- Comp for gym rowers: include day of finals on water. Training given: 20
- New comp for people with no time or don't train hard: 20
- Opportunity to do endurance events: 12
- National programme for people train hard & compete: 11
Actions that would encourage people to stay in rowing

- Competitions organised so that you have a minimum of 3 races: 39%
- Tours with overnight stays in Britain and abroad: 38%
- Summer Head Races: 33%
- Fun competitions where boats are provided by the host organisers: 32%
- My club encouraging me to carry on rowing even though I don’t want to train or compete regularly: 32%
- A low cost ARA membership that allows me to compete in local competitions: 29%
- Local competitions in which rowers who take part in ARA calendar events are not allowed to enter: 17%
- Marathons or mini-marathons: 17%
Meeting the challenge
Rowing programmes in the UK

Increasing Participation
• Indoor Rowing
• Junior Learn to Row
• Student Learn to Row
• Adult Learn to Row
• Return to Rowing (new)

Retaining existing rowers
• Personal Challenges (new)
• Low level local competitions (new)

Finding brand new talent
• World Class Start / Sporting Giants
CASE STUDY – Where it all started

PROJECT OARSOME
Local Community Partnerships

• 100 State Schools - 50 clubs

• Each Project Oarsome Club creates a partnership with two state schools

• The club will go to the school

• The school will go to the club
• Club is tied into Project Oarsome for seven years
• Club and school must sign a community use agreement
• Club must return the monitoring information
• Club and must complete a report per annum
• Club must insure the boats
<table>
<thead>
<tr>
<th>Task</th>
<th>Timescale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Genesis</td>
<td>1996</td>
</tr>
<tr>
<td>Planning</td>
<td>1997</td>
</tr>
<tr>
<td>Research</td>
<td>1998</td>
</tr>
<tr>
<td>Piloting</td>
<td>1999</td>
</tr>
<tr>
<td>Implementation</td>
<td>2000 - 2010</td>
</tr>
<tr>
<td>Monitoring</td>
<td>2000 onwards</td>
</tr>
</tbody>
</table>
• Atlanta Olympics - Big, Positive exposure
  - Lots of children
• Clubs
  - Lack of coaches
  - Lack of equipment
• ARA
  - Threat and opportunity
• Sport England
  - Lottery Sports Fund
1997 - PLANNING

- Sport England - Rowing Service Team
- ARA - National Manager
- - National Officer
- - Projects Officer
- - National Committees
- - RCDOs
- Henley Regatta - Stewards Trust

YOUNG PEOPLE AND COACHING
BUSINESS PLAN
1998 RESEARCH

• Review of ARA Coaching Award Scheme
• Modularisation to National Standards

• Objective survey of children - non rowers
• Survey Report and recommendations
• Development of Young Peoples Resources

This research has produced the **National Junior Rowing Programme including World Class Start** - not just Project Oarsome
1999 PILOTTING

Industrial - Warrington

Thames Valley - Henley
2000 - 2010
IMPLEMENTATION

- 150 Club / School partners
- All parts of England

Dry Start  Wet Start
At Schools   At Clubs
2000 MONITORING

- Very, very important
- Dry Start numbers
- Wet Start numbers
- Coaching numbers
- Club-school development
- Reports to all agencies
What did agree to do?

• Deliver an Equitable Programme
• Develop new centres of rowing
• Work in partnership with other agencies
• Stay up to date with the big picture of "social inclusion"
The successful introduction of Project Oarsome has led to other developments

- Indoor Rowing in Schools
- Talent ID – World Class Start
- Paid Community Sports Coaches
- Facility Funding
“I see sport as
...a pro-education policy
...a pro-health policy;
...an anti-crime and anti-drug policy”

British PM (who has been to a PO club !)
DEVELOPING SOCIAL INCLUSION

PRIORİTİY AREA INİATİVE (pai)

TEES ROWİNG CLUB
DEVELOPING SOCIAL INCLUSION

SPORTS ACTION ZONE

Active Communities

CASTLE DORE RC - CORNWALL
DEVELOPING SOCIAL INCLUSION

HEALTH ACTION ZONE

DONCASTER RC
DEVELOPING SOCIAL INCLUSION

EDUCATION ACTION ZONE

BEDFORD JUNIOR ROWING GROUP
DEVELOPING SOCIAL INCLUSION

WORKING IN AREAS OF DEPRIVATION

Neighbourhood Renewal Unit
DEVELOPING SOCIAL INCLUSION

WORKING TO INTEGRATE DISABLED CHILDREN

WORCESTER RC
DEVELOPING SOCIAL INCLUSION

WORKING TO INTEGRATE MINORITY COMMUNITIES

BRADFORD ARC
WHAT ADVICE CAN I GIVE?

• Look in the mirror - do a S.W.O.T. analysis
• Research what other NGBs in Ireland have done
• Devise a realistic Forward Plan that suits you
• Tap into programmes that suit your sport
• Devise a genuine partnership approach
• Link programmes with schools & community groups
• Remember sport is delivered by volunteers
• Constantly review your position
• Increasing participation is a long term commitment
• Most importantly - Never say it can’t be done
Minister of Sport: “I pay tribute to the Amateur Rowing Association, whose success this year has not come about overnight. It has organised itself properly, and I would hold it up as model of a governing body that is working with the grass roots. Its "Project Oarsome" has been a terrific success throughout the country, introducing young people still at school to rowing,

but it also has a very clear idea of where it is going and what it wants. Its members work together as a team, and they are a credit to minority sports--if we have to use that term. “
TIMES UP
Thank you for inviting me:

**Now just go for it !!!**

simon.dickie@ara-rowing.org

tel – (UK) 0790 3825631