August 2026

ROWING IRELAND

Recreational Rowing

Club Starter Pack



For
Club Committees

Defining Recreational Rowing

Key principles for an enjoyable rowing experience

WHAT RECREATIONAL ROWING INCLUDES

- Adult learn-to-row and return-to-row
- Social sessions, touring and exploratory rows
- Indoor rowing and friendly challenges

A GOOD OFFER IS

□ Welcoming to beginners and returners
□ Clearly described as non-competitive
□ Safe and appropriately supervised
□ Regular enough to build confidence
□ Linked to a continuing club option

IMPORTANT: This pack does not replace RowSafe, safeguarding, insurance, coach requirements, local rules or the club risk assessment.



Check readiness

Understanding the benefits of recreational rowing clubs

COMMITTEE QUESTIONS

□ Why are we offering it?
□ Who are we trying to reach?
□ What continuing session will participants join?
□ What people, boats and water time are available?
□ What membership/payment model applies?
□ Who owns administration?

READINESS

Governance — approval, lead and budget
People — delivery team and safety cover
Water & safety — local plan and conditions
Equipment — stable suitable boats
Administration — registration and attendance
Progression — follow-on offer
Communication — clear expectations



Defining the Offer

Exploring suitable recreational rowing programme structures

Model	Best use	Key consideration
Six-week block	Beginners	Explain the next step early
Open session	Returning rowers	Set induction and competence requirements
Beginner-to-club	Direct membership	Protect future coaching, boat and water time
PAYG coached	Flexible pilot	Clarify booking, cancellation and insurance
Indoor-to-water	Winter entry	Plan the transition to on-water rowing
Touring group	Social rowers	Address route-specific safety and logistics

DEFINE YOUR OFFER

Target group: _____
Experience required: _____
Dates/times: _____
Places: _____
Cost: _____
Water confidence: _____
Accessibility contact: _____
Wear/bring: _____
Cancellation process: _____
Follow-on offer: _____

Roles and Culture

Creating a welcoming environment

ROLE | RESPONSIBILITY

Programme lead — plan, staffing and review
Session lead — conditions, briefing and boat logistics
Coach — instruction and feedback
Assistant — welcome, attendance and shore support
Cox — steering, lookout and crew control
Safety cover — local plan and RowSafe
Administrator — bookings, information and reminders

WELCOMING CULTURE

□ Use names and introductions
□ Explain club language and routines
□ Do not present racing as the only "real" rowing
□ Offer choice and appropriate challenge
□ Address exclusion or dismissive behaviour
□ Ask what participants want
□ Revisit goals as confidence grows

Check current membership, safeguarding, vetting, coaching, coxing, insurance and safety requirements.



Checklist Overview

Ensuring Safe Operations

EQUIPMENT CHECK

□ Stable boats suit the group and conditions
□ Crew size matches leaders and safety cover
□ Boats, blades and safety kit are serviceable
□ Footwear, adjustments and heel restraints checked
□ Lifting and launching roles explained
□ Defect-reporting process understood

FACILITIES CHECK

□ Toilets and changing considered
□ Parking and access information clear
□ Lighting, water and briefing shelter available
□ Launch area suits the group
□ Accessibility needs can be discussed
□ Bad-weather alternative prepared

Check local suitability and current safety requirements.



Participant Safety Essentials

Pre-launch checklists and important safety links

PRE-LAUNCH SAFETY

□ Risk assessment reviewed
□ RowSafe/local procedures consulted
□ Weather, water, flow/tide and visibility checked
□ Go/no-go decision maker agreed
□ Emergency plan and access points available
□ Safety equipment/comms checked
□ Health/emergency details secured
□ Headcount and boats recorded
□ Incident/near-miss process understood



USEFUL LINKS
RowSafe:
rowingireland.ie/rowsafe/

iROWsafe:
rowingireland.ie/about-irow-safe/

Health & Safety:
rowingireland.ie/supporting-our-clubs/health-and-safety/

Collect only necessary participant data. Restrict access, store it securely and follow club procedures.

Beginner Course Outline

SESSION : FOCUS | OUTCOME

Session 1 | Welcome, safety, equipment | Knows expectations and stroke sequence

Session 2 | Boat handling/balance | Contributes safely and builds confidence

Session 3 | Rhythm/crew timing | Rows controlled pieces; knows commands

Session 4 | Technique/independence | Uses personal cues

Session 5 | Journey/challenge | Experiences progress and fun

Session 6 | Celebration/next step | Knows how, when and at what cost to continue



Messaging Principles

Recruitment and Communication

Engaging Potential Rowers

MESSAGING CHECK
□ Lead with enjoyment, friendship and wellbeing
□ Say no experience or competition ambition is required
□ Use authentic adult social-rowing images
□ State dates, cost, clothing and weather details
□ Avoid jargon
□ Provide a named contact

Example: "Would you like to get active outdoors, learn a new skill and enjo
rowing as part of a friendly crew?"



PROMOTIONAL DETAILS
[Club] is running a [six]-week recreational rowing programme for adults.
No experience is required and there is no expectation to compete.

Day/time: _____
Start date: _____
Places: _____
Cost: _____
Register/contact: _____

WELCOME EMAIL
□ Meeting point/arrival
□ Clothing/equipment
□ Weather/cancellation
□ Form and support contact

Plan the Next Step

Ensuring continued participation through proactive planning

WHEN | RETENTION ACTION

Before launch	Protect follow-on slot and agree cost
Week 1	Explain recreational participation is valued
Midpoint	Ask what people enjoy and need
Final 2 weeks	Give dates, costs and booking steps
Within 48 hours	Send follow-up and one simple action
4–6 weeks later	Check attendance and contact drop-offs



OUR FOLLOW-ON OFFER

Session/day: _____
Start date: _____
Booking route: _____
Membership/cost: _____
Named contact: _____
Boats/coaching protected: _____

MIDPOINT
- What are you enjoying?
- What is difficult?
- What would help you continue?

Assessing Your Program

Key measures to gauge success and areas for improvement

MINIMUM MEASURES

□ Registrations, starts, attendance, completions
□ Relevant participant profile
□ Previous rowing experience
□ Satisfaction and belonging
□ Confidence/intention to continue
□ Progression
□ Volunteer hours and costs
□ Incidents, cancellations and learning



PARTICIPANT QUESTIONS

1 Overall rating?
2 How welcome/included did you feel?
3 What did you value most?
4 What could improve?
5 Desired next step/barrier?

CLUB REVIEW

Worked well: _____
Confusion/exclusion: _____
Staffing/boats/water: _____
Safety learning: _____
Continuation: _____

Launch Planning Essentials

A concise overview for successful programme execution

ONE-PAGE LAUNCH PLAN

Purpose/target: _____

Model/capacity: _____

Dates/time/location: _____

Programme lead: _____

Team/safety cover: _____

Equipment/facilities: _____

Price/membership: _____

Registration/data: _____

Promotion/date: _____

Follow-on: _____

Review/measures: _____

Suggested Registration Questions

REGISTRATION FIELDS

□ Full/preferred name
□ Age eligibility
□ Email/mobile
□ Emergency contact
□ Previous experience
□ Swimming/water confidence
□ Relevant health/support information
□ Accessibility/communication adjustments
□ Terms, photography and data
□ Consent/guardian fields if applicable

Review against current requirements; do not copy blindly.



Budget Overview

Editable cost table. Also consider participant fees, club contribution, grants/partners, payment flexibility, supported places and the true value of volunteer time.

Cost item	Estimated	Actual	Notes
Coaching/session lead	€	€	
Safety cover/fuel	€	€	
Facility/boat hire	€	€	
Equipment/maintenance	€	€	
Materials/promotion	€	€	
Admin/refreshments	€	€	
Contingency / TOTAL	€	€	

Final readiness checklist

APPROVAL: □ lead person □ budget □ follow-on plan

SAFETY: □ risk plan □ conditions □ equipment

PEOPLE: □ coaching team □ requirements □ capacity

PARTICIPANT JOURNEY: □ welcome □ registration □ feedback



Queries or suggestions for this document? email recreational@rowingireland.ie

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Next Steps & Notes

Immediate actions	Owner	Due date	Notes

Keep the plan clear, safe and ready to deliver.

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