

# ROWING

# EVERYONE'S SPORT

National Strategic Vision for Rowing 2021 - 24



## Overview

# ROWING, EVERYONE'S SPORT

## VISION

A sport that welcomes and has an offer for everyone:

Whatever your goal, age, background or ability. Whether you are a spectator or participant, a newcomer or a lifer, seeking competition or recreation, indoor or on-water. Rowing has something for you.

## MISSION

To create a healthy, inclusive and life-enhancing sport:

Working in partnership with the whole rowing community, our mission is to grow rowing as a healthy, accessible and inclusive sport with positive individual and societal impact.

## VALUES

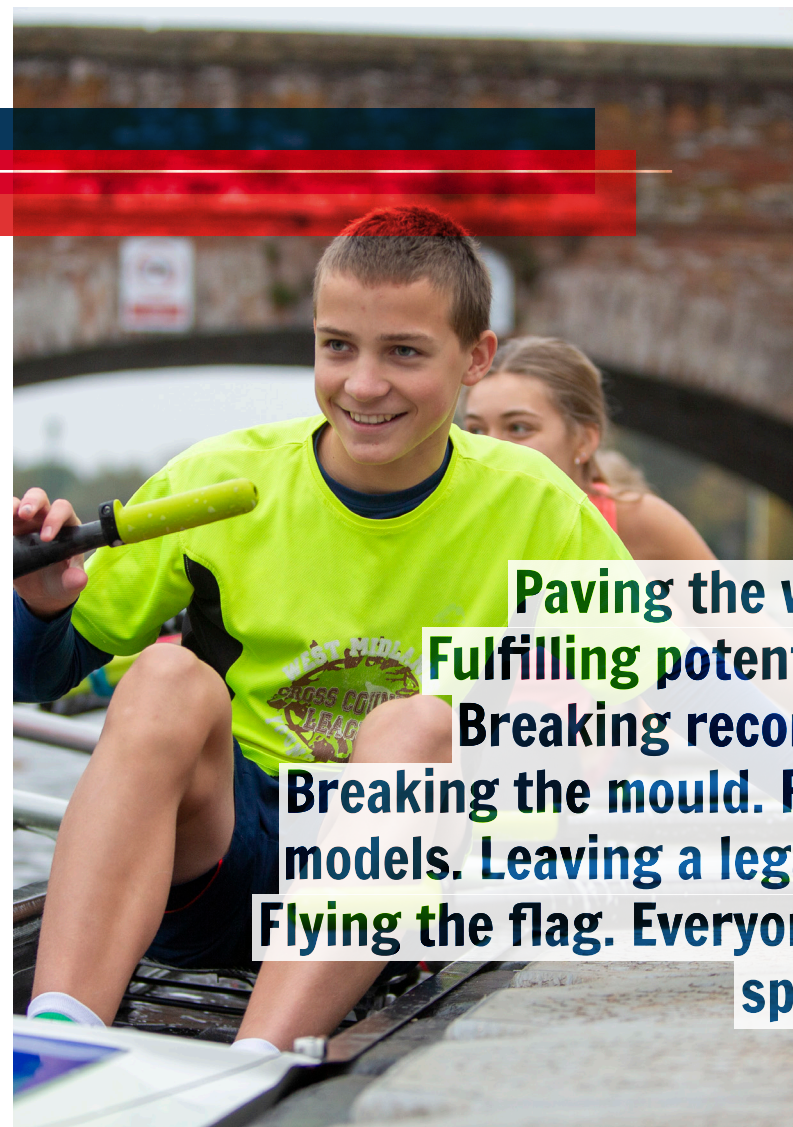
- 1 Teamwork:** We will work together to achieve our shared vision, mission, and goals with trust and integrity.
- 2 Open To All:** We will create an accessible and inclusive sport that provides opportunities for enjoyment at all levels.
- 3 Commitment:** Everyone will give their best and strive for continuous improvement.

## KEY GOALS

- 1** Great community
- 2** Brilliant competitions
- 3** Strong clubs
- 4** Performance success

## ENABLING GOALS

- 1** Inclusive & diverse
- 2** Sustainable offer
- 3** Progressive NGB
- 4** Collaborative culture



**Paving the way.  
Fulfilling potential.  
Breaking records.  
Breaking the mould. Role  
models. Leaving a legacy.  
Flying the flag. Everyone's  
sport.**

Overview

## KEY GOALS

1

### GREAT COMMUNITIES

Engaged, positive, healthy membership with a strong community ethos and well trained, supported and engaged coaches, umpires, volunteers and NGB staff.

2

### BRILLIANT COMPETITIONS

Well managed, enjoyable, safe and well attended by both participants and spectators.

3

### STRONG CLUBS

Well run, thriving, vibrant, inclusive and welcoming clubs with a growing membership and volunteer base as well as alternative offers, daytime usage and diverse income streams.

4

### PERFORMANCE SUCCESS

Cross-discipline international success underpinned by strong and inclusive, people centred, performance pathways and talent programmes.



**Indoors. Outdoors.  
Online. Start lines.  
Mass participation.  
Celebration.  
Everyone's sport.**

## Overview

# ENABLING GOALS

1

## POSITIVE, CONNECTED & COLLABORATIVE CULTURE

Positive, agile, solution-focused, collaborative culture. Collective promotion and support for the sport. Clarity of roles and responsibilities.

2

## FUN, ENGAGING, RELEVANT & SUSTAINABLE OFFER

Fun, high quality, safe, relevant and varied offers for all. Alternative recreational and competitive offers/pathways. Environmentally sustainable sport.

3

## INCLUSIVE & DIVERSE

Welcoming, accessible, inclusive clubs, competitions, offers and opportunities for people of all backgrounds/abilities/ages as well as diverse leadership at all levels.

4

## HIGH PERFORMING & PROGRESSIVE GOVERNING BODY

High quality structures, systems and communications as well as strong regional, national and international governance and leadership. Delivering expert advice and commercial success.



**Grassroots. Pulling together. The buzz of activity. Supporting each other. Reaching out. All in. Everyone's sport.**



## Overview

# WHAT WILL SUCCESS LOOK LIKE?

**1**

Participants show high levels of satisfaction with the support they receive from clubs, competitions & British Rowing.

**3**

Affiliated clubs and competitions demonstrate high levels of satisfaction with the support they receive from British Rowing.

**5**

Quantifiable individual and societal impact (using Sport England's impact measures).

**7**

Continued performance success.

**2**

Evidence of alternative offers and pathways that appeal and have relevance to all age groups, abilities & target communities.

**4**

Continued diverse membership growth and evidence of support for British Rowing's vision, mission and goals.

**6**

Evidence of progress towards having National teams that by 2032 reflect British society.

**8**

Increased financial self-sufficiency.



**Volunteering. Towpath cheering. Open doors. Scratch crews. Hot brews. Social hubs. Thriving clubs. Everyone's sport.**

## Overview

# WHY, HOW, WHAT?

**1**

## WHY?

To have a positive impact on people's lives.

**2**

## HOW?

Through rowing activity that provides opportunities for fun, friendship, community, health and personal growth.

**3**

## WHAT?

Support the growth of rowing as a healthy, inclusive and life-enhancing sport.

