



Indoor Rowing

What opportunities are available for your Clubs?



**GO ROW
INDOOR**

TEAMWORK | OPEN TO ALL | COMMITMENT

Welcome

Who are we?

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Today

Objectives from the session

- Go Row Indoor Club offer
 - Using indoor rowing to support new club income generation
 - Delivering indoor rowing classes
 - Building new members
 - Package available to support you
- The University Indoor and Adaptive Rowing Series 2022
- How can British Rowing help you around our indoor rowing developments?
- British Rowing Indoor Championships 2022
- Inside Indoor – when you row, you know



Go Row Indoor University Club Initiative



What is the Go Row Indoor University Club initiative?

The Go Row Indoor University Club initiative is supporting university rowing clubs to use existing facilities to:

- Generate more income
- Expand their rowing offer to more students and help with fresher uptake
- Connect with the wider student community
- Help get more students active through indoor rowing

Through the initiative, university clubs will have access to British Rowing support including instructor training and exclusive resources enabling them to promote and deliver new indoor rowing fitness classes and activities using indoor rowing machines and gyms better at times when they are typically not being used by club members.



What is a Go Row Indoor Club?

As a Go Row Indoor Club, you will be able to:

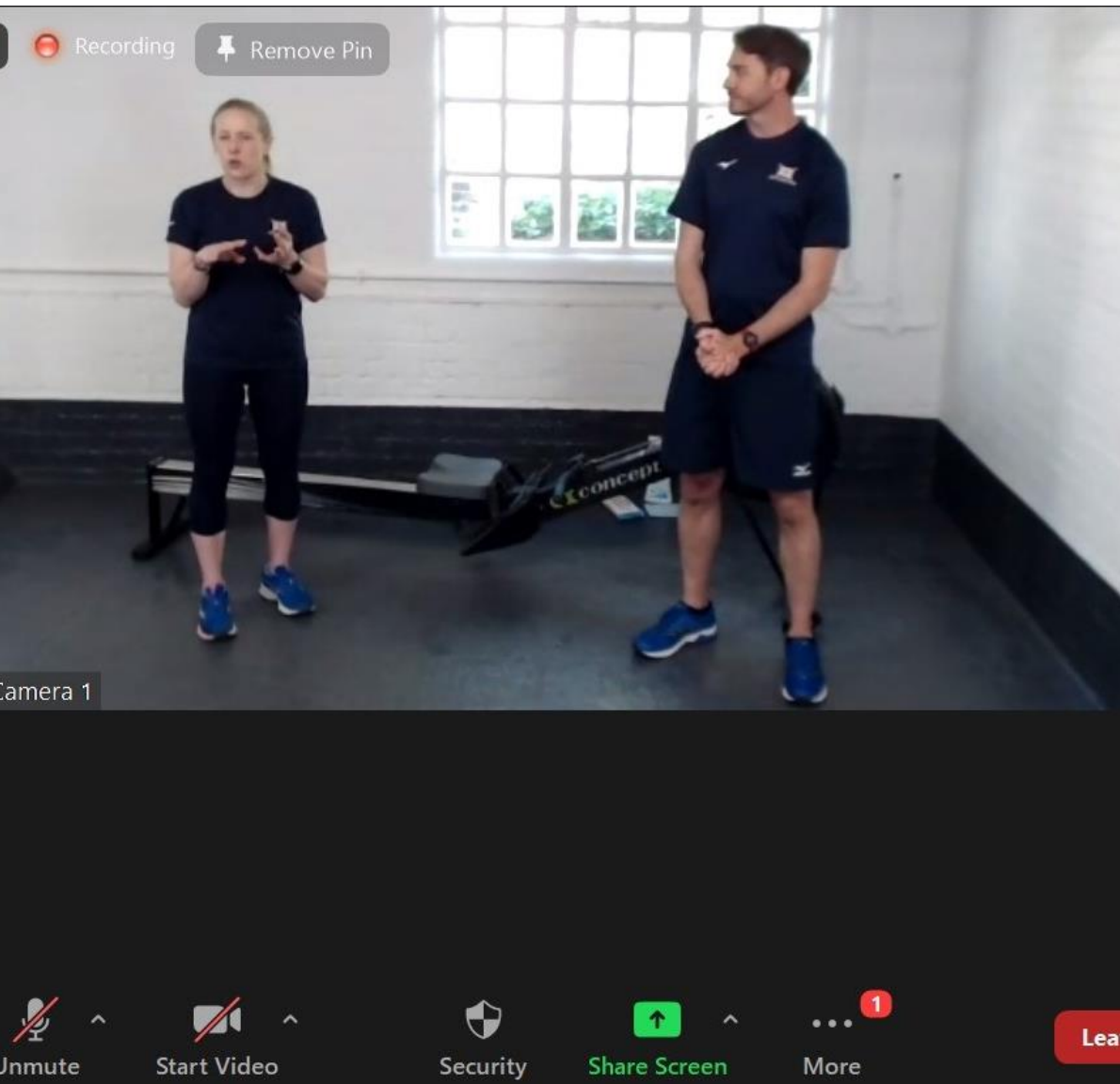
- Set-up and deliver Go Row Indoor classes within your student club setting
- Generate new revenue for your university club out of lockdown
- Be part of a unique and fast-growing fitness programme
- Engage and attract new students into the club environment
- Grow your membership through university club indoor rowing membership offers
- Support the continued growth of indoor rowing participation



What is the Go Row Indoor University Club Package?

Go Row Indoor Clubs receive a package of support which includes:

- **Training for nominated club members** - two places on a Go Row Indoor virtual workshop
- **Go Row Indoor class models** - access to predesigned class formats for all abilities
- **Go Row Indoor toolkit** - exclusive handbook with handy guidance to get your club up and running with class activity
- **Go Row Indoor marketing materials** - exclusive access to club marketing materials and supporting resources to help promote classes to the student population
- **Go Row Indoor branding** - 'Go Row Indoor' promotional branding to be positioned on all rowing machines in your rowing club
- **Go Row Indoor Club status** - exclusive permission to use the designation 'Go Row Indoor University Club' for a full year
- **Direct BR Support** - to help uptake and links with you as a club



Go Row Indoor Club Training

Virtual Training Workshop

- To access the training a university will need to sign up to become a Go Row Indoor Club
- There are no pre-requisites to attend the workshop. Clubs will nominate individuals who have interest in indoor rowing delivery, use the indoor rowing machine regularly and have some experience of teaching rowing.
- Clubs should also consider student members who are good at interacting with new people and can help encourage participants to return to the club time and time again
- Once you have submitted your application, British Rowing will be in touch on the next steps for your coaches to access the training
- The training will help coaches become official Go Row Indoor Instructors allowing them to deliver indoor rowing and class activities at your club. It also provides CIMSPA points for Fitness Professionals



Why should my University Club sign up?

- Be part of delivering a key discipline and growing area of the sport
- Indoor rowing classes are a fantastic opportunity to engage more students to club open days & taster days, as well as supporting initial fresher uptake and club waiting lists
- Some community clubs signed up already are delivering 7 classes a week and have raised just shy of £20,000 to club funds since they started the classes and increased club membership with an average of 25 new members paying £18 per month for unlimited classes
- Be part of an active nation, reduce barriers to exercise and get your club back up and running through indoor rowing offers after the pandemic
- Using the Go Row Indoor programme, University clubs can purchase new equipment, pay for a coach, support the wider club membership, pay towards future event costs and make ambitions a reality



Impact of Delivering the Go Row Indoor Club Offer

CASE STUDY - BRISTOL ARIEL RC

Key successes

- Raised £1000 delivering Go Row Indoor classes during the pilot
- Free introductory taster class for new participants helped motivate people to return and pay for more classes
- Classes have reduced learn to row course waiting lists and introduced a new pathway for people to join in with club activities
- Due to local demand the club increased from 2 to 5 classes per week
- Class bookings are now administrated via a web and mobile app
- Classes attract people who in the past perceived the club as inaccessible
- An indoor membership was created with buy in from regular attendees



Top three tips

- **Get your club membership on board**
Members will proactively support the classes if they understand the benefits for the wider club
- **Be clear about the clubs objectives**
This will shape how classes are developed and marketed to the public
- **Make local people aware of your indoor rowing classes**
Club based indoor rowing classes appeal most to people who live locally, with many getting on a machine for the first time, having a great workout and coming back for more



 **325 NEW PEOPLE**
6.25 AVG. SEATS PER SESSION

67%  **33%** 

25%  **50%**
19-30 **AGE** 30-50

80%  **20%**
WHITE **AFRO-CARIBBEAN / OTHER**



How do we sign up?

Go Row Indoor Club Application

You can apply simply to be part of the initiative.

We have a online application form [here](#) which you can fill out and we can invoice you for the package instead.

As soon as an application is complete, we will start helping your club on it's journey in becoming an official Go Row Indoor University Club.



What is the cost?

- The Go Row Indoor University Club offer, which includes delivery of training for two instructors and the club support, is usually priced at £200 for Year 1. For attendee's today we are dropping this to just £100.00
- After Year 1, the cost of retaining Go Row Indoor Club status and access to continually evolving British Rowing Club initiative is £95.00 per annum
 - Continued British Rowing support, accreditation to nationwide Go Row Indoor programme and additional space on future Go Row Indoor Club workshop
- Clubs typically and positively recoup their initial investment into signing up to the programme within the first 6 weeks of delivering the Go Row Indoor Club activities and classes
- You might also consider working directly with university gym staff - as another option or a second approach to make an impact from delivering this



Next steps

1. Explore the option with your University club committee, student's union and even University gym to identify whether this offer could be suitable for your club.
2. Contact us if you have any questions around the sign up to become a Go Row Indoor Club.
3. Sign up via an application.
4. Get ready to deliver an exciting new offer that will engage more people to your club

To express an interest in the Go Row Indoor Club package or to ask any further questions, please email: indoor@britishrowing.org

The University Indoor and Adaptive Rowing Series 2022





University Indoor and Adaptive Rowing Series 2022

- The event series is back for 2022 and will be in-person for the first time in 2 years with support from BUCS and British Rowing.
- Universities are being invited to bid to host an Indoor Rowing event during the series.
- 4 categories - Open, Lightweight, Beginner, Adaptive for men & women (Beginner over 1km, all others over 2 km) with BUCS points awarded.
- Entries made through BUCS Play and the entry fee will be a standard £5. Universities will be invoiced for their students entries and a percentage returned back to the hosts as income generation.

When are the events taking place?

5th - 13th November 2022



The University Indoor & Adaptive Rowing Series 2022-23 will take place between 5 November 2022 - 13 November 2022.



Universities are encouraged to bid to become a host to run an event at their university on one of the following days:

Saturday 5 November 2022 (The GB Trials will host one of the events on this weekend)

Sunday 6 November 2022

Saturday 12 November 2022

Sunday 13 November 2022

Why become a host?

UIRS Hosting has opened

- By delivering an indoor rowing event you will help grow participation to sport for new and existing students, as well as other university clubs and to your club offers.
- Building confidence and skills to be become an indoor rowing event deliverer, setting foundations for future years.
- An opportunity to generate new income revenue for the university club from entries (back from BUCS), catering and other opportunities on the day.
- Universities can open their event to the local community and offer other events beyond the traditional BUCS categories, including other adaptive opportunities
- British Rowing will link closely with each successful university through our indoor rowing club offer, helping sustainability and connection post event.



Indoor Rowing Event Support

BUCS and British Rowing

The UIRS will be available as an event on BUCS Play for students to enter so your event will be seen by students from all of the UK

Host Unis will be able to take other entries from local clubs / juniors etc. within their own systems

British Rowing will be able to provide guidance and in event support if required including contacts to hire machines

Nationally recognised as a University Indoor Rowing Event Host

Free access to the GRI Club package to winning hosts

BUCS / BR will host a C2 race system masterclass and briefing for all event hosts

All hosts will submit results on results template and results will be uploaded onto BUCS / BR website and collated



How does my club bid to host?

Head to the BUCS Website

Find out more by heading to the BUCS website [here](#)

Review the hosting guidelines first and then if you wish to host an event, click onto the bid questionnaire and submit your application [here](#)

Hurry though as applications close on Friday **23rd of September 2022.**

Over to you....



Split into groups

Tell us what you think?

How can British Rowing support your university club with our future developments through indoor rowing?

(10 mins)



BRIC 2022

Lee Valley VeloPark

10th December

Coming Soon

WHEN YOU
KNOW,
YOU ROW



INSIDE INDOOR

WHERE ALL INDOOR ROWERS BELONG

POWERED BY:  BRITISHROWING



BRITISHROWING

Questions
&
Thank you

TEAMWORK | OPEN TO ALL | COMMITMENT