



BRITISHROWING

# Club Development: Preparing your club for newcomers

Panel discussion with Kat Carlyle, Pete Forrest, Tim Morris and Phil Pring

BRITISH ROWING  
**LOCKDOWN** WEBINARS



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# Overview

- **Introductions**
- **Background on Learn to Row**
- **Views from the experts**
  - How can clubs get started?
  - Things to consider?
  - Challenges in delivering Learn to Row?
  - Questions from the audience?
- **Wrap up**



Putney Town Rowing Club, London, March 2021

# Background

## British Rowing's Learn to Row programme

- Launched in 2011 as part of the Explore Rowing package
- Aim: to grow participation in rowing, particularly amongst recreational rowers
- Explore Rowing introduced stable boats to approx. 50 clubs and these ran L2R courses
- Result was that each club / centre ran their L2R differently, at different cost, with different levels of coaching
- The scheme relied on volunteers to run sessions and for clubs to "buy into" growing their memberships
- The L2R handbooks are still available via our online shop and have sold well over the years. They contain information on the various aspects of learning to row and can be used by learners and coaches.

### Learn to Row

*British Rowing's Learn to Row has been designed to provide a ready-to-go solution for clubs/water sport centres who wish to run introductory courses for beginners.*

The focus of the scheme is on developing participants' skills rather than speed, and it is defined by the objectives of each award rather than following a set delivery programme. This provides the flexibility for instructors to tailor the courses in a number of different ways, allowing clubs of all sizes and with all different boat types to run the scheme. All award objectives are designed to be applicable to either fixed or sliding seat boats.



# Background

## The big WHY

### Why run a Learn to Row programme?

- Because you want more members
- Because you want to grow your recreational group or are looking for talent
- Because it generates additional income
- Because it is good promotion of the club in the local community
- Because you need more volunteers
- Etc Etc

### Why would people come to you?

- Because they want to learn to row
- Because they want to meet new people
- Because their friends convinced them to come along
- Because their kids are rowing at your club
- Because they want to exercise outside
- Because they are curious / walked past your club before

# Background

## How - which approach to use?

- **There are different ways to structure your learn to row programme which will depend on your club and the facilities / equipment / members you have.**
- **Fundamentally you need to run at least six sessions**
- **How long it takes doesn't matter i.e. 2x per week for three weeks, 6x in one week etc.**
- **Before you start think about what happens after the learn to row**
  - Beginner => established club member
  - How are you planning to keep hold of these members? Do you want to?
  - Is there an improvers group or learn to row phase 2 for this group?
  - What happens to the club fees which are normally very different from the L2R fees?

# PANEL DISCUSSION

TEAMWORK | OPEN TO ALL | COMMITMENT



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Questions & copy of the Organiser's Guide:  
[clubs@britishrowing.org](mailto:clubs@britishrowing.org)

Buy the Handbook here:  
<https://britishrowing.orggroup.co.uk/coaching>

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