

## **CREATIVE PARTNERSHIPS CASE STUDY PARTNERSHIP WORKING**

### **PROJECT OARSOME ACROSS ALL OF NORFOLK**

#### **BRIEF DESCRIPTION OF CASE STUDY**

A partnership project involving the Rowing NGB (Amateur Rowing Association – ARA), Norfolk County Sports Partnership, all Norfolk School Sport Partnerships (SSPs), Norwich Rowing Club and the Norfolk Outdoor Education centre.

The development plan focuses on reducing barriers to participation through the introduction of indoor rowing in all the counties 8 SSPs. For those participants interested in water based rowing a link to the County Council Outdoor Education Centre and local rowing clubs have been established. Elements of the scheme are supported by a full time ARA Community Sports Coach. The programme can be used for physical activity, sports participation or talent development. The scheme is being rolled out over a three year basis and is expected to have a 10 year duration with monitoring and evaluation fully built in.

#### ***DETAILS OF THE PROJECT***

Strategic support, co-ordination and funding from the Norfolk CSP (Active Norfolk) have been provided. The CSP investment has been matched 50% by the schools and other partners over three years for the following elements that make up the whole project.

1. The provision of 5 Indoor rowing machines and PESSCL Indoor Rowing for Schools resources. Equipment can be used by pupils and the community at each of the Counties Sports Colleges.
2. Professional development for teaching staff and Adults Other than Teachers (AOTTs)
3. The establishment of an Inter-school Competition and a County wide Indoor rowing Championship
4. The opportunity for pupils to take part in ARA water safety and junior leadership training
5. The provision of water based activity and training boats at Whitlingham Broad Outdoor education centre through Club Links
6. Capacity building of the volunteer workforce at local rowing clubs
7. Assistance to form a new rowing club in the West of the County

### ***OUTCOMES ACHIEVED FOR YOUNG PEOPLE***

- 500-1000 participants introduced to a new non-traditional sport each year
- Provision of activity for all that engages those not normally in main stream sports especially girls and year 11 pupils
- Proven health & fitness benefits recognised by the Department of Health
- Programmes & Resources supported by local rowing clubs and NGB giving - increases in competition opportunities, cross-curricular links to make learning more fun, potential to compete with local private schools on an equal basis.

- Opportunity to “Learn to Row” coached by professional community sports coaches

### ***OUTCOMES ACHIEVED FOR OTHERS***

- New and increased recordable physical activity in schools
- Increased junior membership of local rowing clubs
- Increased profile of rowing as a lifestyle sport / activity for all
- Links between schools and the community
- Structured development of volunteer workforce at local rowing clubs
- More qualified rowing coaches at schools and clubs in the county
- Increased use of Whitlingham Outdoor centre by introduction of new activity

### ***DESCRIPTION OF HOW THIS WAS ACHIEVED IN PARTNERSHIP***

The ARA set up meetings between its national development team and each of its priority CSP's to see how rowing could be developed in their counties. Out of the meeting in Norfolk came this ambitious project to introduce Indoor rowing into each of the county Sports Colleges and their cluster schools as well as the community.

To ensure the sustainability of the new sport a competition structure leading to a Norfolk County Indoor Rowing Championship was put in place. The first of these was held in May 2006. Links to Norwich Rowing Club and the Outdoor education's new watersports centre at Whitlingham Broad, were put in place. At both of these venues “Learn to Row”

courses have been run by the rowing Community Sports Coach. New training boats are being purchased for the watersports centre to enable an expansion of rowing sessions by both schools and the general public.

To ensure help ensure sustainability those wanting to progress further are signposted to local rowing clubs. This has resulted in an increase in membership of local clubs the need for coaches and volunteers. A key element of the project is the involvement of Sports Coach UK who will offer assistance for development of the volunteer workforce necessary to make the project a success.

The ongoing management of the project is run by a team involving representatives from, Active Norfolk, ARA, Norwich Rowing Club, Norfolk Outdoor education, PDMs and Sports Coach UK.

#### ***ANY OTHER RELEVANT INFORMATION***

Further information can be obtained from either of the two principal partners:-

Steve Brown Regional Development Manager, Amateur Rowing Association  
[steve.brown@ara-rowing.org](mailto:steve.brown@ara-rowing.org)

Keith Sutton. NGB Liaison Manager, Active Norfolk. [keith.sutton@norfolk.gov.uk](mailto:keith.sutton@norfolk.gov.uk)

#### ***CONCLUSIONS***

All partners consider the project a success and the ARA are proposing it as a model that other counties could learn from or copy. The development is constantly evolving and has

resulted in a project that meets the following aims, all of which are identified as those required of a 'Creative Partnership'.

- SSPs and clubs working with the CSP towards a county wide club development plan & school club link structure
- NGBs, SSPs and CSPs coordinating county competitions and creating pathways for young people
- SSPs, CSPs and NGBs coordinating community sports coaches in the delivery of multi-skill & sport specific clubs
- Workforce development opportunities