



## ARA WHOLE SPORT PLAN 2009-2013

### ACTION PLAN – WORKING GROUPS

(FILE: WSP09-13.WorkingGroups01.doc)

#### Aims and Objectives

The aim is for all working groups to have an initial face-to-face meeting. Thereafter most of the work will be conducted electronically through RowHow or through conference calls. Each group should nominate a Leader (either a staff member or a volunteer) as the main contact point. The Leader will be responsible for administration, including organizing meetings and notes of meetings/discussions and for maintaining the Group's RowHow area. All notes of meetings will be available for all Leaders to view on RowHow to ensure there is reference across the groups. The Senior Management Team, Alan Meegan, Celia Hetherington and Simon Dickie, will be available to provide any support and advice needed. Richard Stock and Sarah Hope in the National Office will be the contacts for RowHow and general communication between the groups.

The membership of the Working Groups will be made up of volunteers who express an interest in a particular area.

#### Timescales

We are aiming to have a first draft of the work of all the Groups by the end of January 2009. The final draft will be completed by the end of March 2009.

#### Working Group 1: 12-week Learn to Row Module

##### Intervention 2 – Row Regularly

**Intervention Aim** – A 12-week Learn to Row programme followed by 38 weeks of 1 hour coach-attended sessions

##### WG Outcome -

- Technical Manual – programme for 12 weeks tuition + 38 weeks further practice
- Online support for participants
- Welcome to rowing pack for participants, including mandatory membership application
- On-line administrative paperwork for club to include
  - Welcome to the programme – explanation of details
  - Funding application for UKCC L2 training for 2 coaches
  - Funding application for payment for coaching hours
  - Online monitoring

##### Working Party Members

National Office	-
C&D Team	-
Council	-
Club	-

#### Working Group 2: New Club-based assistant coach training

##### Intervention 2 – Row Regularly

**Intervention Aim** – To provide club-based training for volunteers who will be assisting qualified club coaches in teaching basic skills to beginners.



### WG Outcome -

- develop a training programme for club volunteers to assist qualified coaches in teaching basic skills. The training would be delivered by a qualified UKCCL2 coach and the club would issue a certificate of attendance on completion. The training, with a strong element of safety and risk assessment would relate to the specific club delivering the training. It would not be transferable to any other club or venue.
- develop an online training resource to support the course
- 'Welcome to Volunteer' training pack for trainees, including mandatory ARA membership application
- online administrative paperwork for club/qualified UKCCL2 to include
  - Welcome to the programme – explanation of details
  - Online monitoring

### Working Party Members

National Office	-
C&D Team	-
Council/Committee/club	-
Club	-

### Working Group 3: Stable Boats

#### Intervention 3 – 50 Stable Boat packages

**Aim** – To provide suitable 'stable' boats for adult participation and for club members who want to take part in competitions and other activities without the need for intensive training and high levels of technical ability and training.

#### WG Outcome -

- establish criteria for the standard boat 'package' of stable boats
- research current market to see if any match agreed specification
- research wider boat-building industry to see there are any alternatives to boats currently available
- investigate time-scales, costs and other aspects to ensure that the appropriate boats are available for purchase when the scheme starts in mid 2009
- to recommend any interim arrangements should the recommended boat not be available for the start of the programme
- to recommend other suitable boats that could be purchased individually by clubs and would fulfil the aims of the programmes

### Working Group Members

National Office	- Rosemary Napp (National Manager)
C&D Team	- Kes Stapleton (TL/CDO – East)
Council/Committee/Club	- Tony Evans Div 13 Rep; - Matt Stallard Div 21a Rep - Steve Wragg, Broxbourne RC, Recreational RG Committee

### Working Group 4: requirements and criteria for clubs to receive stable boat packages and support for small grants for stable boats

**Intervention 2** – Row Regularly

**Intervention 3** – stable boat packages



**Intervention Aim** – To increase the number and diversity of people rowing once a week, to reach the target of 5,000 additional adults over four years and to retain people in the sport who do not enter the current ARA competition programme.

**WG Outcome -**

- assess the AZ/TNS research material and define target groups
- criteria for clubs to apply for stable boat packages, which will need a club development plan to prioritise adult learn to row, participation and retention of these participants to row at least once a week, and a commitment to increasing the number of club members rowing on a ‘recreational’ basis.
- minimum and target numbers of annual learn to row courses
- minimum and target numbers of competitions to be run annually
- number of days etc. that boats will need to be made available for visiting rowers
- contract with club including maintenance and insurance

**Working Group Members**

National Office -  
 C&D Team -  
 Council/Committee/Club -

**Working Group 5: Membership**

**All interventions**

**Intervention Aim** – To increase the number of ARA members and ensure the individual membership scheme fits with the club affiliation scheme

**WG Outcome -**

- all active club members to be individual members of the ARA
- all competitors who are members of ARA affiliated clubs taking part in competitions organized by ARA clubs at all levels are individual members of the ARA
- a low cost basic ARA individual membership
- a basic club affiliation fee and possible replacement of the capitation fee
- all individual members covered through the members insurance scheme
- all ARA clubs covered for all activities through the members insurance scheme
- all ARA affiliated events, not organized by affiliated club committees, covered by the members insurance scheme
- appropriate fees and membership benefits for defined classes of membership

**Working Group Members**

National Office -  
 C&D Team -  
 Council/Committee/Club -

**Working Group 6: Marketing and Branding**

**Intervention 2** – Row Regularly

**Intervention 3** – Stable Boat Packages

**Intervention 8** – New Activities

**Intervention Aim** - To apply the outcomes of the work of the ARA and AstraZeneca to establish a clear brand identity for the new programmes

**WG Outcome -**

- branding the interventions as a 2012 Legacy Programme with appropriate ARA branding
- a marketing and communication plan to reach potential participants and to influence internal and external stakeholders

**Working Group**

National Office	-
C&D Team	-
Council/Committee/Club	-

**Working Group 7: new competitions**

**Intervention 8** – New Competitions and Activities Strategic Plan 7.4.8

**Intervention Aim** - To increase the number of competitions organized at the ‘primary’, ‘fun’ level, outside the current ARA status points.

**WG Outcome -**

- an appropriate framework of rules to define eligibility of competitors
- model menu of event programmes (student events, family events, pub & club events, long distance events, summer heads)
- minimum standards for safety
- membership and insurance requirements
- training for organisers/event management/marshals etc. (this may need to be referred to a separate Working Group)
- Online ‘Cookbook’ manual for event organizers

**Working Group Members**

National Office	-
C&D Team	-
Council/Committee/Club	-

**Working Group 8: Personal Challenges**

**Intervention 8** – New Competitions and Activities Strategic Plan 7.4.9

**Intervention Aim** – To provide a range of personal challenges for individuals outside organised competitions

**WG Outcome -**

- a framework for developing an offer of marathon long-distance rows and recording times on the website
- a range of venues throughout the country suitable for marathons
- investigate possibility of events featuring rowing and another sport (Duathlons e.g. rowing & cycling)
- minimum safety and competency standards
- membership and insurance requirements
- website and IT support to promote opportunities and record times

**Working Group Members**

National Office	-
C&D Team	-
Council/Committee/Club	-



**Working Group 9: Touring & Recreation**

**Intervention 8** – New competitions and activities

**Intervention Aim** – To develop touring and recreational rowing

**WG Outcome**

- open up new waterways to rowing and promote the formation of new rowing clubs or community rowing centres
- increase the number of tours offered at national, regional and local level
- produce ‘cookbook’ for touring event organizers
- minimum safety and insurance requirements
- website support to promote new venues, and details of tours

**Working Group Members**

- National Office -
- C&D Team -
- Council/Committee/Club -

If you would like to contribute to a working group please email [info@ara-rowing.org](mailto:info@ara-rowing.org).