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
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.
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.
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).


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.

---

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.