

# TIME FOR TOKYO

Advice for rowing clubs on how to maximise the benefits from  
the Tokyo 2020 Olympic and Paralympic Games



BRITISHROWING

# FOREWORD

The last 18 months have been like no other in recent memory. It has been a tough time for clubs with boathouses closed, events postponed and without many of the things that makes rowing so special.

What hasn't been missing is the incredible camaraderie and community spirit and this has sustained our clubs through a difficult period.

Not every club is in the same situation, and we recognise that for some of you, the next few months is simply about getting your members back on the water and letting them enjoy a summer of rowing. For those of you who are ready, the spotlight of the Olympic and Paralympic Games could offer an important opportunity for us to open our doors to our local communities and grow your club.

We hope you find this guide as well as the tools and resources available to you useful as you prepare for the summer.

Thank you for all your efforts over the last year and for everything you do for our sport. Without the clubs, coaches, teachers, volunteers, parents and supporters in rowing, our aspiring Olympians and Paralympians wouldn't be on the flight to Tokyo this summer. Their success is your success.



Andy Parkinson  
Chief Executive Officer, British Rowing

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# INTRODUCTION

## **This toolkit will help your club get ready for Tokyo 2020**

We can expect an increase in interest of people wanting to take up rowing this summer. The Olympic Effect provides an ideal opportunity to grow a larger and more diverse membership and make the most of our delayed competition.

To do this you could host an open day or run taster sessions. You might need to approach Learn to Row courses differently this year, the British Rowing Learn To Row Scheme is here to support that.

It will also be a great time to reach out to local community groups to improve the diversity of your club. The inclusive club guide is here to support this, sign up to the Big Row to develop an inclusive fund for your club and support Love Rowing.

It will be a good time to open up your club at different times, take a look into how you can offer more daytime activities and make sign up as a Go Row Indoor club.

# KEY DATES



JULY

23

Opening ceremony

JULY

23-30

Rowing regatta

AUG

8

Closing ceremony

AUG

24

Opening ceremony

AUG

27-29

Rowing regatta

SEPT

5

Closing ceremony



Tokyo is eight hours ahead of the UK during the Olympics meaning that most of the racing is scheduled for the early hours of the morning.

Unlike previous Olympics this might make showing live coverage in your club difficult but there may be opportunities to show replays.

# PLANNING

Things to consider when preparing for the summer



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# WHAT ARE THE OPPORTUNITIES FOR YOUR CLUB?

## Your time in the spotlight

Opportunities to shout about our clubs might have to look a little different this year. We can make the most of the interest in the sport by getting behind the team, scrubbing up our online presence and ensuring that we have flexible, easily accessible opportunities for new members to try rowing.

The next steps in this toolkit will look at some of the things to think about in getting ready for the summer, and what flexible opportunities look like.



# WHY MAKE THE MOST OF TOYKO 2020?

## Time to rebuild

It's a great time to reach out to new audiences. Set your club within the heart of your community by being welcoming to all.

This will be a prime opportunity to host BBQs, taster days and more L2R opportunities that can bring in extra income to get clubs back on their feet.

Strength in numbers, the more new members you can welcome, the easier it will be to find future rowers, volunteers and coaches who hold the sport together. Major sporting events in recent years have proved to be excellent catalysts to

engage new volunteers, so ensure that you ask fresh faces to get involved with your activities.



# REACHING OUT TO NEW GROUPS



## Grow roots in your local community

It is more important than ever to ensure that rowing clubs are representative of their local communities. You should consider this as you plan to open your doors this summer.

Can you contact local community groups and invite them to an open day or taster session? The Inclusive Club Guide has a host of tips in how to engage with diverse communities and creating inclusive opportunities. It is worth reaching out to your local council or active partnership as they may have funding to support local communities to get more active.

The community support team are on hand to support and advise on your plans and any applications you may wish to make: [clubsupport@britishrowing.org](mailto:clubsupport@britishrowing.org).

The Adaptive Rowing Club guide is available to support you to provide activities for disabled people.

[!\[\]\(a69696d69cfd88b51cbd02e5288eca32\_img.jpg\) Inclusive Club Guide](#)

[!\[\]\(fc3a57079704ef1b99671c8cafae23be\_img.jpg\) Adaptive Rowing Club Guide](#)

# MARKETING & SOCIAL MEDIA

## Time for a clean up

With the increase in interest that happens during the Olympics, it is important to ensure that your club website and social media channels are up to date as most people will make a virtual first impression of your club before they get in contact with you!

Take a look at the Club Management Guide which is a whole suite of advice to manage your club and market effectively.

[!\[\]\(4cafc60cd39da821525d7c6589540296\_img.jpg\) Club Management Guide](#)



# HOW TO HANDLE INCREASED INTEREST

## Build capacity

Call to arms - reach out to your members, new and old and ask them to support your schedule of summer activities to grow the club.

Ensure that if you have to set up a waiting list, that you keep those members updated frequently on the plans and goings on in the club to keep them engaged. Can you invite them to socials, BBQs and taster days?

Plan your activities to run into the autumn, with the rowing season looking a bit different this year, it will be a good opportunity to stretch out your L2R activities a bit longer so that you can create

opportunities for more people.

Don't be afraid to shake things up. Will more targeted, shorter courses create a pathway that is more rower focused be a better use of resources?

The Club Management Guide has a whole suite of advice in how to build capacity and pathways for new members.

[!\[\]\(735ceeed4e566aa93749bb6365185b00\_img.jpg\) Club Management Guide](#)

# FLEXIBLE OPPORTUNITIES

## Maximise your facilities and equipment

With more people working from home, there is more demand for rowing outside of weekend mornings and evenings. Providing daytime rowing and indoor classes can increase the size of your membership and income, without putting more pressure on resources by avoiding peak times.

Could you set up a new daytime group by starting a new daytime learn to row course or sign up as a Go Row Indoor Club?

For more information on why recreational rowing is great for club development, watch back our recreational rowing webinar.



[@Recreational Rowing Webinar](#)

# TOOLS TO HELP

As an affiliated rowing club, you are able to access a series of tools to help you manage your club this summer.



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# BRITISH ROWING CLUBHUB

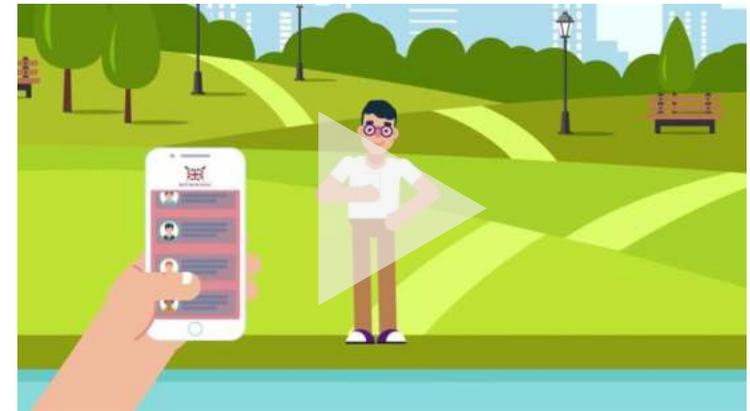
## Taking the pain out of club admin so you can focus on the rowing!

British Rowing ClubHub can help you:

- Easily manage your members
- Streamline your financial processes
- See your club at a glance
- Communicate with your members
- Ensure you stay GDPR compliant
- Manage your club events and courses

In the next two pages, we have highlighted how ClubHub can particularly help this summer.

 [British Rowing ClubHub](#)



# USING CLUBHUB FOR EVENTS

## Put in place online booking for your learn to row courses and events this summer

The ClubHub event tile is available so that you can sell places on courses or open days and collect money in one go. It can also be used to sell tickets for parties, BBQs and other social events.

The guide on how to get set up is available below, please get in touch with the Community Support team at [clubsupport@britishrowing.org](mailto:clubsupport@britishrowing.org) if you have any questions.

[Using ClubHub for Events](#)



# USING CLUBHUB FOR MEMBERSHIP



## Move your membership online to streamline administration

British Rowing ClubHub is free for affiliated clubs and is available to take the pain out of managing your membership and storing their information. It can be used to take payments and reduce the administration burden so that you can focus on providing rowing.

People expect simple, online processes to join sports clubs, so take advantage of the ClubHub system now, before the heat of the summer takes off. The ClubHub User Forum is available for you to ask other questions and get tips from other clubs about how they use the system.

Find out more via the link below or if you'd like to join the ClubHub User Forum or have questions email [clubsupport@britishrowing.org](mailto:clubsupport@britishrowing.org).

[British Rowing ClubHub](#)



# CLUB GUIDES

## A set of all-in-one resources for clubs

Our Club Guides provide you with all the advice you need to run your club in one place. There's four guides currently available with more to come later this summer:

- Club Management Guide
- Club Governance Guide
- Adaptive Rowing Guide
- Inclusive Club Guide

 [Club Guides](#)



# VOLUNTEERS FACEBOOK GROUP



## Connect with fellow club and competition volunteers

British Rowing has created a Facebook group to help club volunteers network and share your experiences and questions with other clubs.

Whilst you might be fierce competitors on the water, we all want to see rowing thrive and grow and it's almost certain that the problem you're trying to solve is something another club has experienced.

As well as other volunteers, you'll also find members of our team in the group to help answer your questions.

To sign up to the group visit the link below and click the request to join button.

[!\[\]\(70fe8e9535b25b843243cca42ea05eeb\_img.jpg\) British Rowing Volunteer Hub](#)



# LEARN TO ROW GUIDE

## **Giving beginners the best possible first experience of rowing will help retain them in the sport**

Our refreshed Learn to Row Organisers' Guide is available to help you setup and run your courses. The guide is flexible to work with different club environments and structures.

The guide also works perfectly alongside our Learn to Row Handbooks which are now available on the British Rowing Online Shop.

[!\[\]\(0e60d2d9b679b4cf53dbe1e685ee345d\_img.jpg\) Learn to Row Organisers' Guide](#)

[!\[\]\(380b8c89d31b6e4bc43715f362c2f817\_img.jpg\) Online Shop: Learn to Row Handbooks](#)



# BECOME A GO ROW INDOOR CLUB

## A great way to welcome more people to your club

Signing up to the Go Row Indoor package can help you to:

- Generate more income to the club
- Connect with the wider local community
- Help get more people active through indoor rowing
- Reduce learn to row waiting lists

Find out more about the Go Rowing Indoor scheme below and get in touch with [indoor@britishrowing.org](mailto:indoor@britishrowing.org) to sign up.

[Go Row Indoor Club Information](#)



# GO ROW INDOOR SCHOOLS

## Free resources to support teachers and schools deliver indoor rowing

Whilst not aimed directly at clubs, the Go Row Indoor Schools platform provides a set of resources carefully crafted to give teachers everything they need to teach indoor rowing.

Clubs may find it useful to share with local schools to help develop links and support their indoor rowing activities.

All of the free-to-use resources are linked to the Physical Education National Curriculum (2013).

 [Go Row Indoor Schools](#)



# WHAT ELSE?

British Rowing will providing a broad range of coverage during the Olympics and Paralympics which your club can hook into



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# COVERAGE OF THE GAMES

## Follow the Games with British Rowing

British Rowing will be providing a range of coverage across all our digital channels during the Olympics and Paralympics.

You can follow us on [Twitter](#), [Facebook](#) and [Instagram](#) at @britishrowing and via our website at [britishrowing.org](http://britishrowing.org).

Share pictures and stories from your activities by tagging us in and using the hashtag #TogetherWeAreRowing or by emailing [news@britishrowing.org](mailto:news@britishrowing.org).



# CELEBRATE YOUR CLUB

**Without clubs, coaches, volunteers and teachers the GB Rowers wouldn't be where they are today**

Clubs are the lifeblood of our sport and every single one of our rowers will have started rowing at a club.

Use social media to share your stories of the GB Rowers when they were starting to row, celebrate their success and cheer them on!

Tag us into your content and we'll aim to share these stories.



 [twitter.com/britishrowing](https://twitter.com/britishrowing)

 [facebook.com/britishrowing](https://facebook.com/britishrowing)

 [instagram.com/britishrowing](https://instagram.com/britishrowing)

# PROMOTING ROWING

## Building a larger audience for clubs

A new campaign and micro-site is being developed by British Rowing which will target those who have never tried rowing before.

The micro-site will separate out information about starting rowing to help provide a simple and easy journey into rowing for anyone.

Those expressing interest in rowing on the water will be directed to clubs and the aim is to present learn to row courses and other open days listed on ClubHub to these users.

More information to follow.



# TALENT ID

## Help us find the next generation of Olympic and Paralympic rowers

Throughout the summer we will be promoting our talent identification programmes for both the Olympic squad (World Class Start) and Paralympic squad.

Please share content about these programmes to help us reach the widest possible audiences.

You can watch promotional videos for World Class Start and our Para Talent ID programmes by clicking the images to the right.



# GET IN TOUCH

The British Rowing Community Support team is available to support and advise to help you make the most out of Tokyo and design flexible, inclusive opportunities for your local communities.



[clubsupport@britishrowing.org](mailto:clubsupport@britishrowing.org)



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