



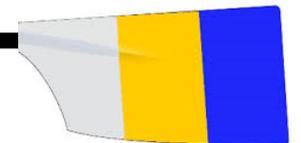
Building a Successful Programme

And what comes next...





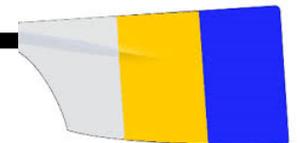
A bit about me...





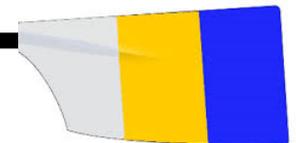
Agenda

- **Our journey so far...**
Where we have been?
- **Foundations of the club**
How did we get there?
- **Next steps**
Where do we go next?
- Time for questions**



Our story so far...

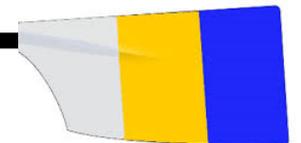
- 🚣 I joined the boat club in September 2015 as a part time job alongside rowing
- 🚣 I had previously been the Beginner coach at Durham University
- 🚣 I was quickly hooked into what I thought would be an exciting project, to try and build the University of Surrey Boat Club into one of the most successful programmes in the country (we will come back to ambitious statements...)
- 🚣 It has been an all-encompassing journey so far, with lots of lessons learnt along the way!



Our story so far...

As a club we are very proud of our achievements, here are a few of our highlights:

- Over 30 BUCS medals ranging from Beginner-Championship. In 2021 we won a BUCS medal in every boat class and every level.
- Having previously struggled to qualify into the side-by-side racing at Henley Women's Regatta we have won an event at the past 3 regattas, including 2 new course records.
- Having previously struggled to qualify at Henley Royal Regatta, we have qualified at every Regatta since 2015
- We have won back to back Pennants at the Head of the River





Foundations of the club

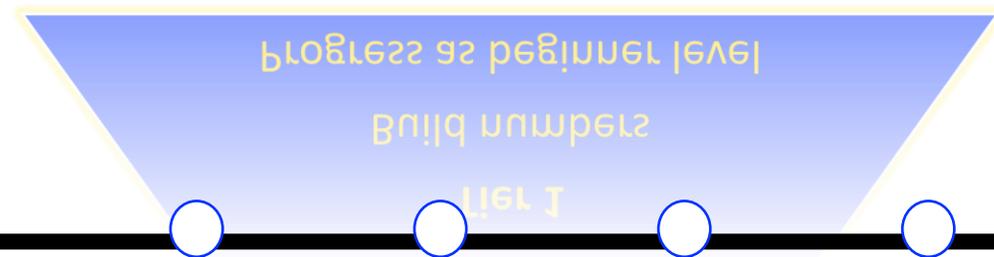
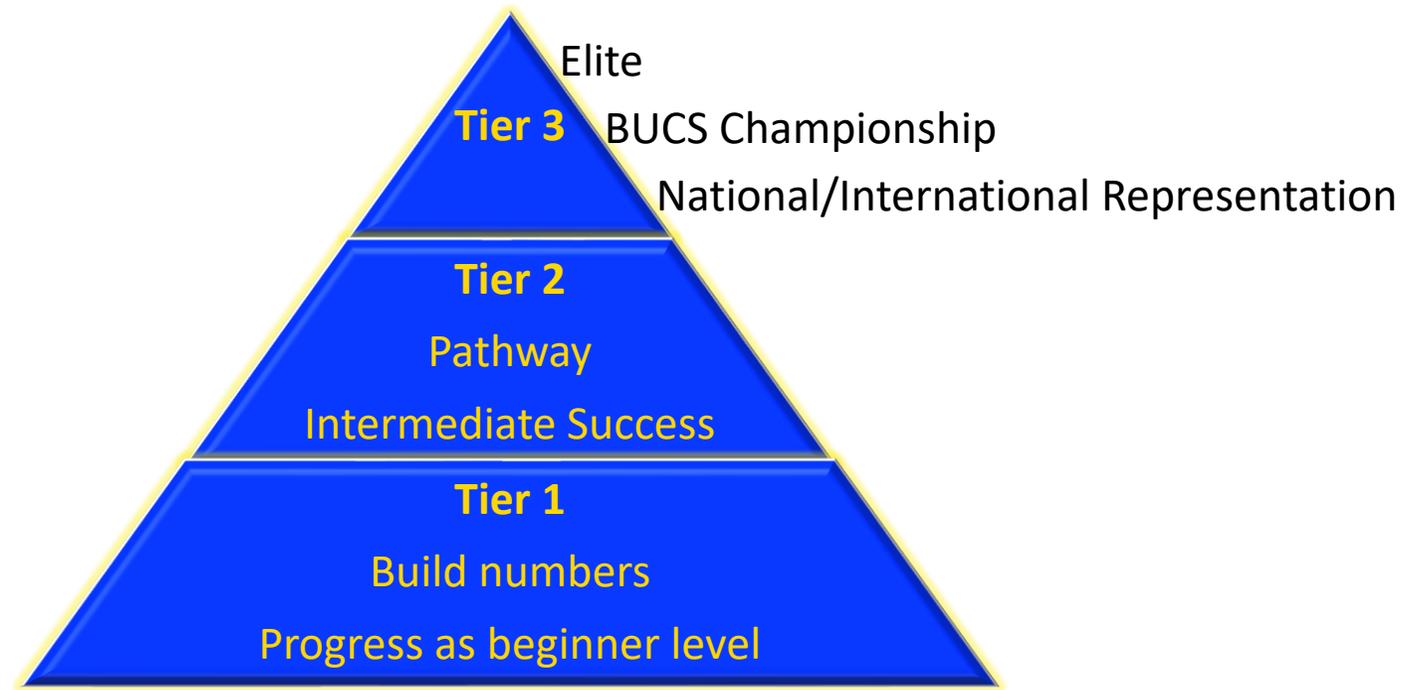
When looking back at how we a built the club, these are the foundations of the club and its success so far

1. **Club Structure:** How we operate
2. **Culture:** Who we are
3. **Goals:** Embracing our ambitions
4. **Identity:** Embracing our personality
5. **Maximising the minimal:** Knowing that **anything** can make a difference
6. **Relationships:** Knowing that **anyone** can make a difference
7. **Graft:** Overcoming every obstacle
8. **Approach:** Uniform approach to obstacles





Club Structure





Tier 1- Build Numbers, Success at beginner level

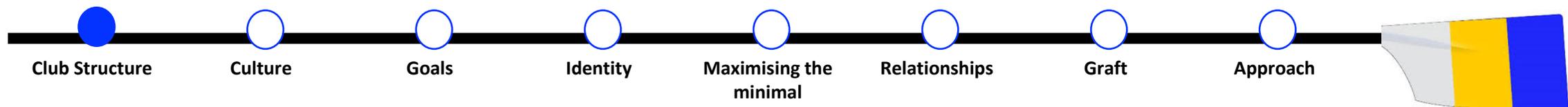
In order to build the Club, we need numbers and good rowers.

Recruiting: This is done by recruiting an intake of complete beginners at the start of their university lives. We target producing some of the best beginner rowers in the country and winning BUCS events at a beginner level.

Integration: The beginner programme builds up throughout the year. After BUCS Head in February, the beginners start to integrate with the senior squad. By the end of the season, the beginners are ready to join in with the seniors

Sustainability: This ensures sustainability within the programme by bringing in new talent and more numbers every season. Placing an important emphasis on the bottom of the pyramid ensures that we always have athletes feeding into the senior squad

Equality: The beginners are treated equally to the seniors and HP athletes – everybody is equal at USBC. It is important to create a winning culture within the beginner squad, which they take with them into the senior squad.



Tier 2 – Pathway, Intermediate Success

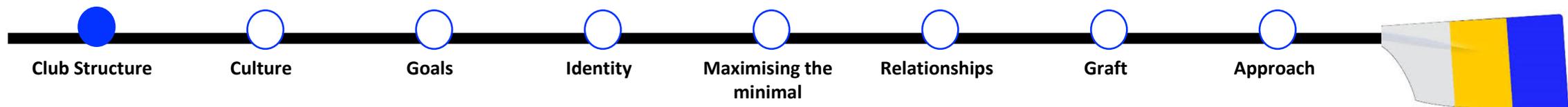
The successful beginner programme feeds rowers into Tier 2.

Pathway: This building block aims to convert beginner success into intermediate success.

New Recruits: Similarly, Tier 2 aims to develop new recruits from other programmes. Athletes from schools add to senior squad.

Taking a the leap: Those with HP aspirations are pushed forwards.

Success: The aim to make A-Finals in intermediate events, and also medal in top boats

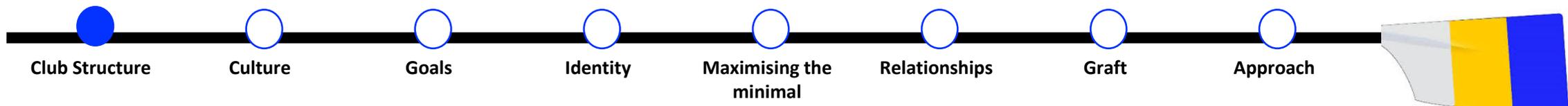


Tier 3

Having put the foundations in place in Tier 1 and Tier 2, we will be in the position to focus more of our attention on Tier 3

The focus here is to:

- 🚩 Convert intermediate athletes into championship athletes, resulting in potential EUSA representation
- 🚩 Place further focus on the GB trialling system, aiming for U23 GB representation at a European and World level
- 🚩 Push towards winning Henley Royal Regatta



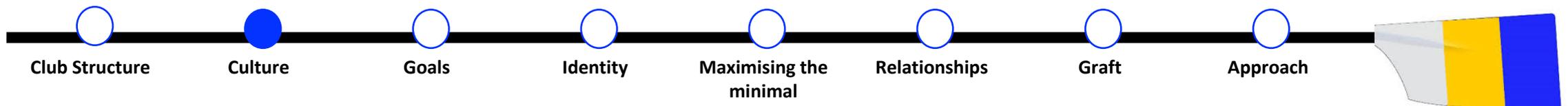


CULTURE IS KEY

Culture

Culture is key. With the right culture in the place every aspect of building a squad is possible.

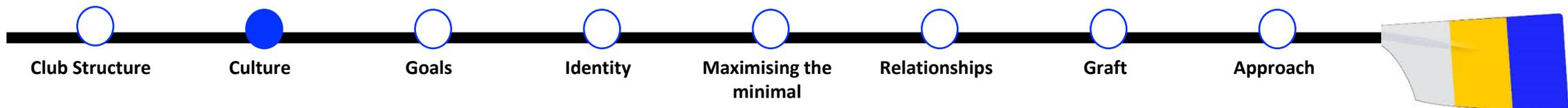
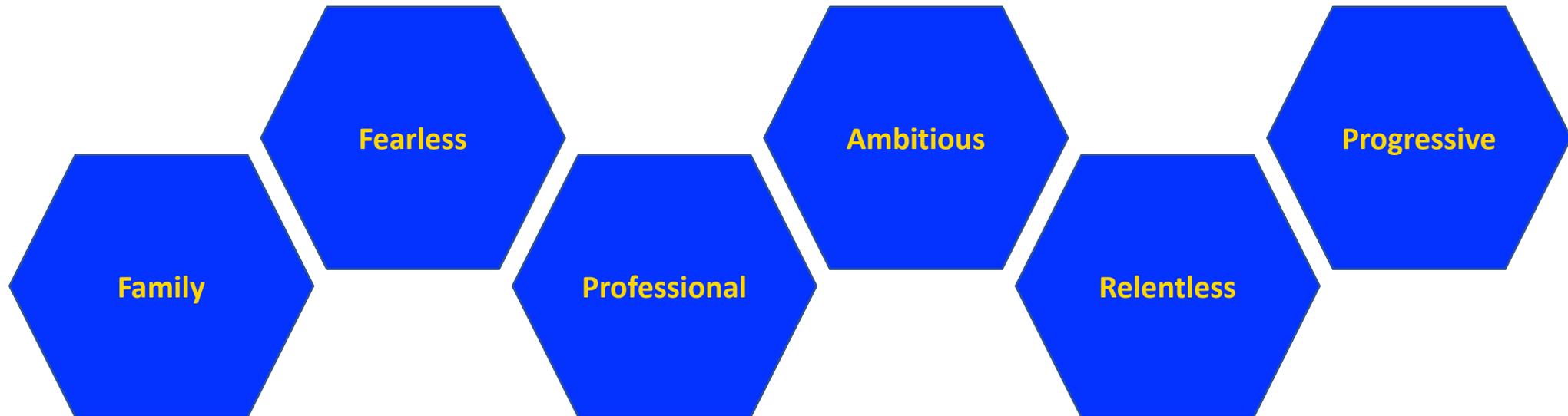
- 🚣 We have put a lot of emphasis on creating the 'perfect culture' to move the club forward.
- 🚣 There is not a 'right' culture, it will be different in different clubs.
- 🚣 This is something that has taken time, and is always changing!
- 🚣 Sometimes it can be as simple as asking yourself 'does this add or takeaway from the culture of the club'





Culture

Key words we associate with our culture





Goals

Have clear, ambitious and transparent goals, make sure that that every decision moves the club closer to achieving them

 Transparent

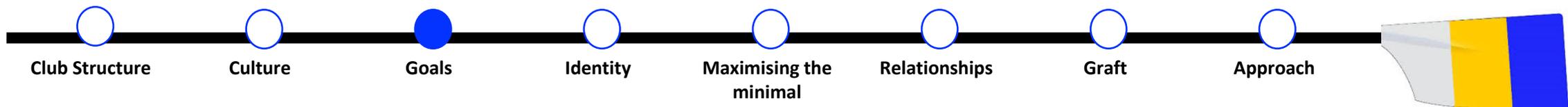
 Obvious

 Ambitious

Ideas and proposals (plan): University of Surrey 2016

Targets:

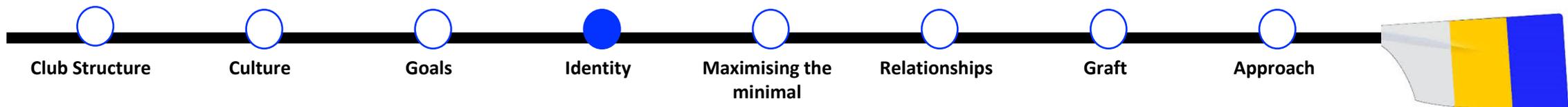
- New Olympiad, new look Surrey
- 4 year project
 - University of Surrey seen as a dominant rowing University
 - Rowers want to come to Surrey to row
 - Climbing up the ranks at BUCS (inc. Champ medals)
 - Seen as a high performance squad/hub
 - Consistent Henley performances
 - Henley Women's win



Identity

Knowing and embracing our Identity has been key to our success. The following are key to both:

- 🚣 Build the brand
- 🚣 Think outside of the box
- 🚣 The athletes must be excited and proud to be a part of it
- 🚣 Buy into an identity that you want to be a part of
- 🚣 Place emphasis on the little details – ‘would you want to be part of USBC?’



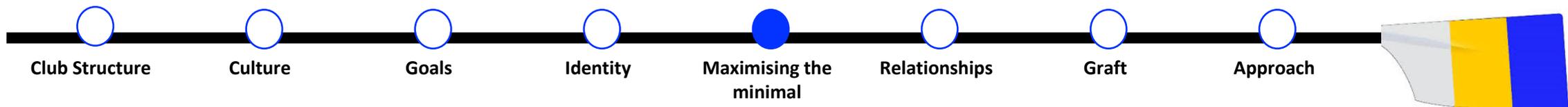
Maximising the minimal

“Excuses are well planned lies”

Make the most of what you have got. Our limitations in the past have included:

-  Ergs
-  Space
-  Boats
-  Money
-  Lack of support from the university
-  Unmotivated athletes

Think outside of the box, innovation is key for change





Relationships

It's okay to ask for help! Building relationships and asking for help put's you in a position of strength, it's not a sign of weakness

Build relationships with anyone that can help, including:

-  Other rowing clubs
-  Coaches
-  Alumni
-  Other university sports programmes

Help is out there, even if it doesn't appear so

You will find that help
will always be given at
Hogwarts to those who
ask for it.
- Dumbledore



Graft

This has not been a smooth and easy process, there are huge obstacles every season.

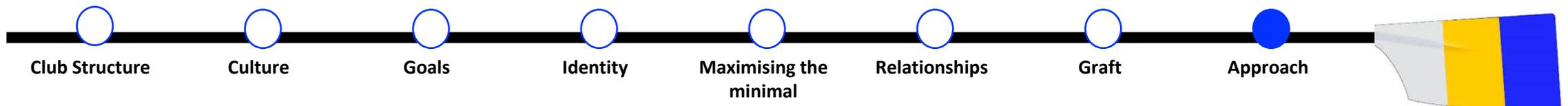
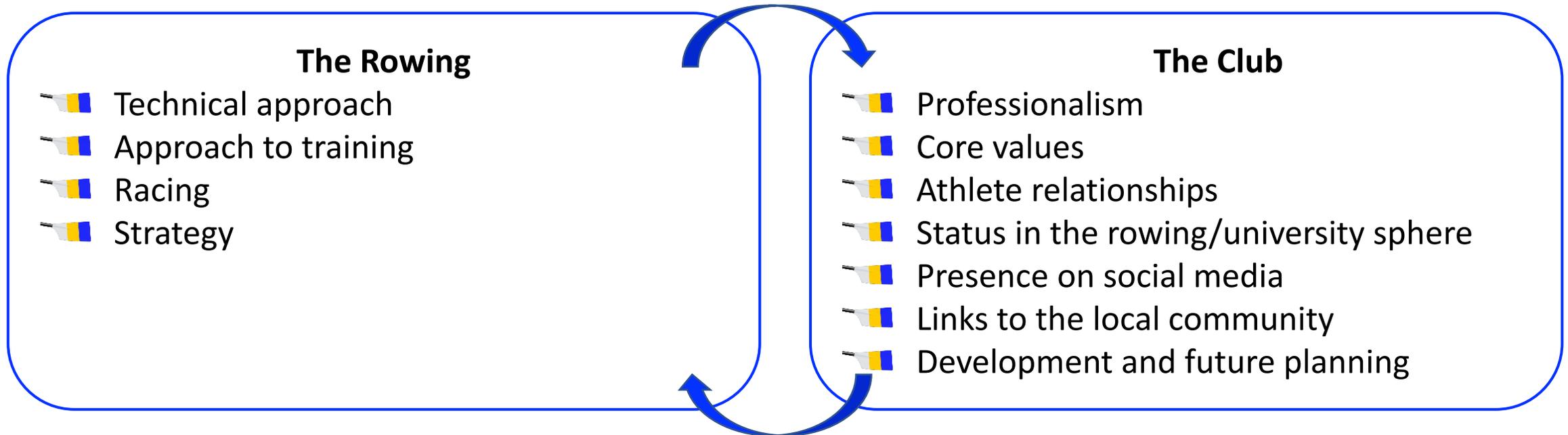
-  There is no success without hard work
-  Create an environment where everyone wants to put in the work, regardless of the outcome
-  Learn from mistakes and move on quickly
-  We speak a lot about being 'Relentless' in our approach to our goals.





Approach

Have a clear and simple approach to your strategy towards improving at rowing, but also how you're going to build the club. The challenge is staying consistent but being adaptable every season.





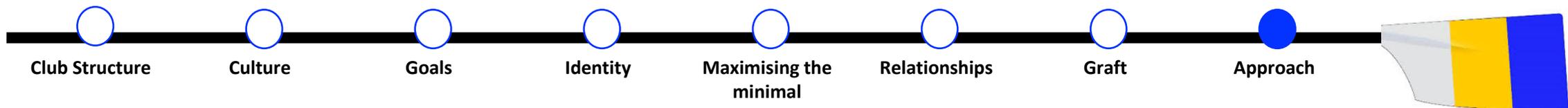
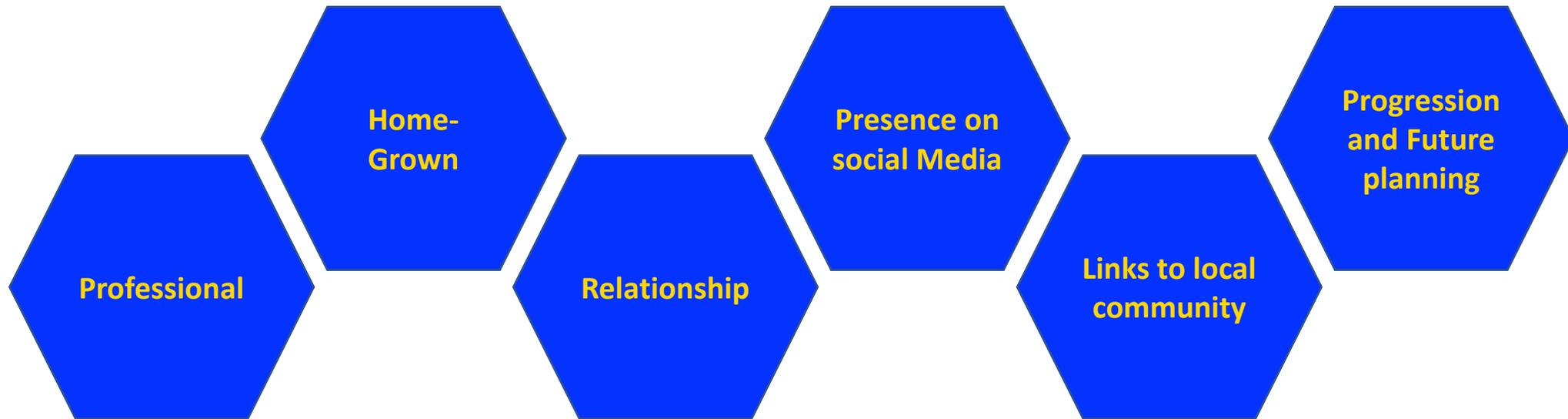
My Approach

Teach people to race, not to row





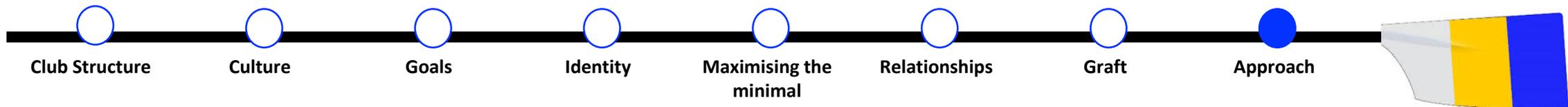
Club Approach





Find the Diamonds

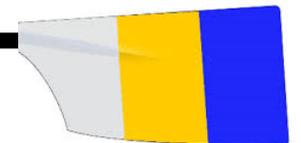
Every club is full of members with different skill sets, there will be people in your club that can transform it!



Next Steps

What we have spoken about here is what we believe helps shape our future

-  We have targets both on and off the water that we are working towards as a squad
-  Forward thinking about planning for success
-  Put trust in the students
-  Try and explore areas that we can improve and then invest our time and energy into them





Thank you very much
for listening, and best
of luck for this
season!

