



BRITISH ROWING

# 2022/23 ANNUAL REVIEW



# A MESSAGE FROM OUR CEO

Welcome to our British  
Rowing annual review,  
providing a look back at  
the 2022/23  
financial year

“ 2022/23 was a significant year of transition for British Rowing as we seek to continue to deliver our Everyone's Rowing strategy. Our aim is to help as many people as possible to enjoy the sport in all its forms, while developing talented athletes at every level to be the best they can be.

Having joined British Rowing as an interim in late 2021, I became its permanent CEO in April 2022. I had a clear mandate to focus on how we as a Governing Body can deliver greater value to the rowing community across Britain. It was clear to me that by working together with our extensive and experienced volunteer base, we have a golden opportunity to grow the sport and share with many more people the benefits it can bring. As I have visited clubs around the country, I have seen first hand the opportunities that the sport has to attract more people to it, enjoying the camaraderie, teamwork and wellbeing that it has to offer. Thank you to everyone who has made me feel so welcome.

Having completed a restructure of the Performance team in late 2021, I announced a restructure of the wider organisation in June 2022, to accelerate the levels of delivery and support that we provide by being more agile and more responsive. Whilst headcount has been reduced overall, we have been able to develop a more collaborative approach with the regions and our volunteer base, and have started to make better use of the vast expertise and knowledge that exists across the sport. We are now actively working with the regions to develop investable plans that we can deliver together, and have established a new Pathways directorate to provide greater focus on our development of people across the sport.

## 2022/23 - A YEAR OF TRANSITION

During the year, membership numbers have grown steadily, rising past pre-Covid levels. The demand in junior rowing continues to drive this growth, and female participation is returning close to where it was. At the end of March 2023, our overall membership stood at 33,416, with 31,191 unique members (a 3% increase versus 2022).

Competition entries have also continued to rise. British Rowing events continue to recover well, with strong entries seen at the Inter Regional Regatta, British Juniors, British Masters and British Offshore and Coastal events - all of which returned to pre-pandemic levels. In contrast, the British Indoor Championships did not run, owing to lack of entries.

It was also a year in which British Rowing held a World Championship event for the first time since 2011: the 2022 World Rowing Coastal and Beach Sprints Championships took place in October in picturesque Saundersfoot in Wales. Over two weekends where the weather gave the athletes, the team of over 200 volunteers, and spectators every season imaginable to contend with, 32 nations, 546 coastal and 204 beach sprint athletes descended on the Pembrokeshire coast. We saw our first glimpse of what Beach Sprints could become when - as has since been announced - they are included in the Olympics in 2028.

On the international stage there were some outstanding performances from the GB Rowing Team. They achieved medal table topping performances throughout a very impressive season, culminating in seven gold medals, one silver and four bronze medals at the Senior World Rowing championships in Racice.

The successes at a senior level were matched by some outstanding performances at the age group levels too - notably at the U19 and U23 World Championships. The team spirit and effort made by everyone involved - the rowers, coaches and the dedicated support team working relentlessly behind the scenes - have been great to see, and they all deserve our congratulations. We wish them continued success in the year ahead.

In January, we were delighted to secure a significant 30% year on year uplift in our funding from Sport England for the next two years. This will help us deliver ambitious plans, working with the regional network to open the sport to people who would not traditionally take part - whether that is because they have disabilities, or because they come from socio-economically challenged backgrounds or ethnically diverse communities.

There is still a lot of work to do for British Rowing to deliver the value to the rowing community that we believe is possible. But after a year of large-scale change and transition, we believe good progress is being made. Across the board, it has been an encouraging year.

**ALASTAIR**  
CEO, British Rowing

# OUR VISION

A sport that welcomes and has an offer for everyone, whatever your goal, age, background or ability. Whether you are a spectator, participant, a newcomer or a lifer, seeking competition or recreation, indoor or on the water... rowing has something for you.

Our Everyone's Sport strategy is focused on five key pillars that aim to give as many people as possible the opportunity to try the great sport of rowing, whilst at the same time putting in place the pathways at every level that help rowers be as good as they can be.

## GREAT COMMUNITIES

Making positive experiences for everyone is central to everything we do, from the way we support and develop coaches, volunteers and umpires to the guidance and funding we are able to deliver to clubs.

## SAFE SPORT

Anyone participating in rowing should feel that they are able to do so in a welcoming and safe environment. Through more support, education and training, we will ensure rowing has the highest possible standards of safety and safeguarding.

## STRONG CLUBS

Well-run, thriving clubs with a growing membership and volunteer base are the heartbeat of our sport. We are looking to work with clubs to see how we can open our sport to more people more often.

## BRILLIANT COMPETITIONS

With over 200 competitions each year, we aim to ensure that everyone can race at a level that's right for them as well as delivering well-run and well-attended British Rowing national events that rowers everywhere want to be a part of.

## PERFORMANCE SUCCESS

With such a rich heritage of success on the international stage, we will continue to develop our talented athletes through strong and inclusive pathways and talent development programmes.



# GROWING IN NUMBERS

BRITISH ROWING AFFILIATED CLUBS

520

BRITISH ROWING MEMBER UMPIRES

306

BRITISH ROWING MEMBERS

31,191

Growth in junior rowing continues to be the main driver of the increase in membership. Female participation is returning close to previously-seen levels with 45.3% of our total membership. At the end of March 2023 our overall membership stands at 33,416, with 31,191 unique members (a 3% increase versus 2022). This has continued to grow into the new membership year.

After our clubs and members were hit hard by the pandemic, it has been great to see them recovering so well and for the sport to be back up and running again with such vigour. We are grateful for everyone who makes this sport happen and for everything you do to grow the sport both now and for the future.

Our long term aim is to increase the numbers of those taking part in rowing, be that through our new Community Membership or day tickets, which we hope will appeal to those that who want to race occasionally across the year.

Competition entries have also continued to rise across the 244 regattas and head races that are run each year across Britain. Many of them sell out quickly after opening, which creates both an opportunity and a challenge for the sport. We also want to help support bringing more volunteers in to help out and to ensure rowers have the level of competition that works for them.

SEATS IN RACES FILLED

165,317

BRITISH ROWING MEMBER COACHES

1,792

REGATTAS AND HEAD RACES

244

# CELEBRATING THE TRUE HEROES OF ROWING

The British Rowing Awards celebrate those at the heart of rowing, from those who help to support so many others in having a great rowing experience, to those who deliver some great performances across the year. Our 2022 awards saw a record number of nominations from the community. We'd like to extend a huge thank you to everyone who took the time to nominate someone, and congratulations to our 2022 winners for your contributions to the sport.



**MEDAL OF MERIT**  
PENNY SENIOR  
AVON COUNTY RC



**MEDAL OF HONOUR**  
CHRIS DODD



**VOLUNTEER**  
PIERS HERRMANN  
YARE BC



**RISING STAR VOLUNTEER**  
ALEX WILKINS  
UNIVERSITY OF LEEDS BC



**JUNIOR CREW**  
WINDSOR BOYS' SCHOOL BC  
FAWLEY CHALLENGE CUP 'A' CREW



**LIFETIME ACHIVEMENT**  
PHIL JONES  
YORK CITY RC



**BERYL CROCKFORD AWARD**  
GEORGE HAMMOND



**MEDAL OF MERIT**  
DAVID SAUL  
LEEDS RC



**MEDAL OF MERIT**  
KEITH ATKINSON  
NOTTINGHAM RC



**MEDAL OF MERIT**  
SUE GANLEY  
BOSTON RC



**CLUB CREW**  
MIKA ROSENFELD AND LOUISE ALLEN  
BEWL BRIDGE RC



**COACH**  
MARK WILKINSON  
WINDSOR BOYS' SCHOOL BC



**CLUB**  
LEA RC



**ROWING PROJECT**  
GREATER MANCHESTER YOUTH ROWING  
WARRINGTON YOUTH ROWING



**UNIVERSITY CREW**  
UNIVERSITY OF YORK  
SENIOR MEN'S FOUR

# KEEPING ROWING SAFE FOR EVERYONE



Rowing can have a positive impact in so many ways. We want people to experience the benefits it provides and to feel safe and safeguarded at every step they take within the sport. From rowers to coaches to volunteers, it is imperative that people know what to do and where to go if there is an issue - which is why this year we have trained over 240 welfare officers in our clubs.

We have invested further in our team and system to ensure that when you need us, British Rowing is there to support you every step of the way.



# A YEAR OF BUILDING STRONGER FOUNDATIONS

## INVESTING MORE INTO THE COMMUNITY

This year we have looked to evolve how we support our members and provide value to everything they do.

A vital part of our sport are the coaches who help rowers and coxes get the most out of the sport regardless of whether they are first starting out or looking to achieve medal success.

We launched our new coaching assistant course with 600 free places available for clubs to enable their members to get involved in coaching activities. This is an extension to the university focused coaching assistant training which was already in place. By the end of the financial year, over 400 new coaching assistants had taken up the simple tutor led online training. These are in addition to high quality land training workshops and a Performance Coach Development Programme.

In September we also launched our first ever Coaching Week, which saw live and online sessions to develop coaches delivered. Over 200 coaches attended. When the event was run again in 2023 we saw engagement more than double with 430+ sign ups and 11 sessions delivered. 50 coaches attended live sessions across our regions covering a range of subjects with six new initiatives launched to develop our coaches at every level.

## COMMUNITY MEMBERSHIP

A new more affordable membership category has also been launched to give people access to great content and benefits whilst helping to support many great new initiatives in rowing for others as a result.

## DAY TICKETS

Day Tickets have been introduced for some regattas and head races to enable those less committed to racing to compete across the year. This pilot will continue into the 2023/24 season too.

## INSURANCE BENEFITS

In March 2023, Marsh Sport was appointed the official insurance broker of British Rowing. Reviewing insurance policies meant we can offer the best combination of value, level of cover and service for everyone involved in our sport.

## RECREATIONAL STRATEGY

In January 2023 we finalised a new recreational rowing strategy focused on delivering more value to rowers who don't have a focus on racing. Part of that was the delivery of the Coaching Assistant course to facilitate more activity and with a further focus on boat supply and promotion to make activity available will follow.

## MORE OPPORTUNITIES FOR ADAPTIVE ROWERS

We are soon to launch our new Adaptive Strategy. This initiative will offer support to clubs to increase participation in adaptive rowing, with mentoring and coaching courses made available as well as an equipment fund to help get people started. In January we introduced a new adaptive fund which has helped 15 more clubs to launch activity already this year - with an ambition to have 150 clubs offering activity over the next two years.

# CELEBRATING OUR COMMUNITY

**SPORT COMMITTEE** - Behind the scenes working with the Sport Committee Chairs to develop some meaningful plans that we hope will address the needs of key areas of the sport from how we better attract new umpires into the sport to how we better recognise and reward volunteers in general without whom the sport wouldn't happen.

**CLUB-FOCUSED WEBINARS** - Run in the early part of the year to allow clubs to find out about the latest resources available across a range of subjects. CEO drop in sessions each month have given clubs and volunteers a further opportunity to share views and ask questions of the leadership of the organisation directly too, creating an opportunity for better two-way communication and transparency.

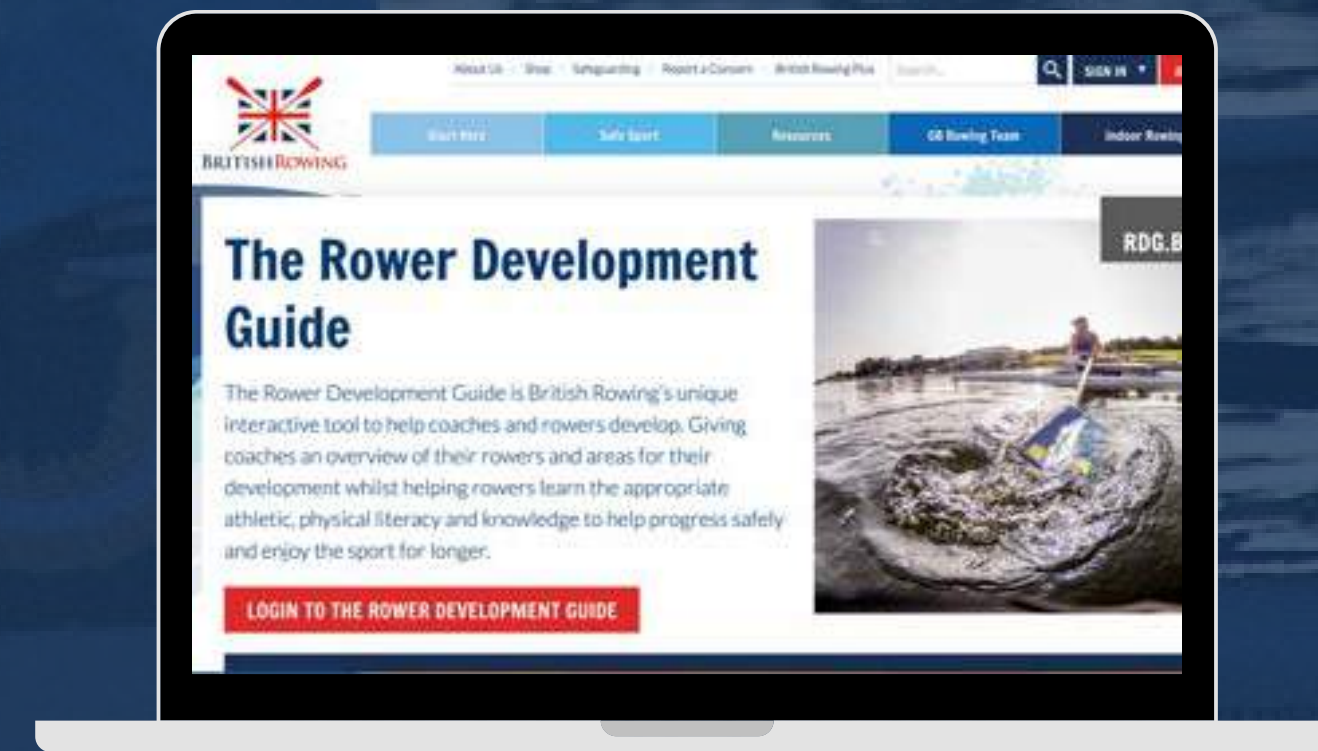
**THE ROWER DEVELOPMENT GUIDE** - A great interactive online tool to help rowers and coaches alike to assess their own development with practical hints and plans to support them progress further.

**MASTERS MASTERCLASSES** - Run to support our older rowers, with a focus on getting the most out of the sport as well as racing.

**BROE** - For all racers we trialed sending emails to competitors after each competition via our competitions platform BROE to give them an update on their Personal Ranking Index. This has further informed how we might add more value to racers in the future.

**DOWN MY CLUB** - A new video series that shines the spotlight on everything that is good about the rowing community with fun and informative content about different clubs across the country. The videos demonstrate the breadth and variety that the sport has to offer for anyone wanting to get involved.

**A YEAR OF MORE  
CONVERSATION WITH THE  
COMMUNITY**





# DELIVERING BRILLIANT COMPETITIONS

The events calendar returned close to pre pandemic levels across the year with over 200 regattas and head races delivered by clubs and event organisers across England and Wales during the year

COMPETITIONS

244

BOATS RACED

49,114

## BRITISH ROWING EVENTS

British Rowing events returned to normal service with entries back to 2019 levels. Unfortunately, however, the British Rowing Indoor Championships were cancelled due to low entries. The model is being revised in the 2023 season, and a combined event with FitFest 2023 will now take place in December at the NEC, Birmingham.

## BRITISH ROWING SENIOR CHAMPIONSHIPS CONSULTATION

At the back end of the year we also commissioned a new consultation on the future of a British Rowing Senior National Championships. The consultation has attracted the views and input of over 570 individuals through direct conversations and an online survey.

As a result, plans are now being developed to introduce a combined National Club Championships for Senior competitors alongside the current National Junior Championships for 2024.

## GOING FORWARD

Our aim is to build a new competition for every level of club rowing in the coming years that will incorporate opportunities for everyone with men's, women's, adaptive and lightweight events.

“—  
| The events calendar has recovered well after the pandemic |  
—”



# A SUMMER TO REMEMBER

2022: A TURNAROUND YEAR  
FOR THE GB ROWING TEAM

## U19 WORLD CHAMPIONSHIPS



## EUROPEAN U23 CHAMPIONSHIPS



## WORLD U23 CHAMPIONSHIPS



## EUROPEAN CHAMPIONSHIPS



## WORLD CHAMPIONSHIPS



## WORLD BEACH SPRINTS



Following a disappointing Olympic Games in 2021, the GB Rowing Team returned to success in the 2022 season, whilst the GB Paralympic Team continued their great form. Great Britain topped the medal tables at the European and World Rowing Championships.

There was further success at every age group including four silvers and a bronze at the World Rowing Coastal and Beach Sprints Championships, the first World Championship event in Great Britain since 2011 and the first ever to be staged in Wales.

# 2023: CONSISTENTLY WINNING

## 9 OLYMPIC BOATS QUALIFIED



With four gold, two bronze and one silver medal, the GB Rowing Team qualified a staggering nine boats for the 2024 Paris Olympic Games.

Standout performances in the women's quadruple sculls, the men's eight, men's four and lightweight women's double sculls were highlights of the action in Belgrade.

## 4 PARALYMPIC BOATS QUALIFIED



Bronze medallist Ben Pritchard qualified in the PR1 men's single sculls whilst the PR3 mixed coxed four extended their unbeaten run to 13 years. The PR2 mixed double sculls gold completed another outstanding performance for British Paralympic Team.

## U23 SUCCESS



GB won three golds and two silvers to finish second on the World Rowing U23 Championships medal table.

## JUNIOR SQUADS CONTINUE TO EXCEL



There were thrilling performances from GB U19s at the U19 World Rowing Championships with 26 out of 37 athletes winning medals on Lake Varese in Italy in July. In addition the GB Rowing Team of 44 rowers and 12 coaches retained the Junior Men's, Women's and Overall trophies at the 2023 Coupe de la Jeunesse in Amsterdam.

## TEAM ENGLAND SWEEP THE BOARD



England retained all four trophies at the Home International Rowing Regatta 2023 at Lough Rinn, County Leitrim, the first nation to achieve this.

All four nations enjoyed wins across the 36 races 2k and 12 500m sprint races: England won 24, Ireland and Scotland nine each, and Wales six.

## SPRINTING TO GLORY ON THE BEACH



Evelyn Pakule won GB's first international beach sprint gold medal at the U19 Coastal Women's Solo coached by Yewande Adesida (both from Lea RC) at the European Beach Sprint Championships in La Seyne-sur-Mer, France.

# THE 2022 WORLD ROWING COASTAL CHAMPIONSHIPS & BEACH SPRINTS IN NUMBERS

GENERATED FOR THE LOCAL ECONOMY  
**£1.08M**

COASTAL ATHLETES  
**546**

BEACH SPRINT ATHLETES  
**204**

SOCIAL MEDIA IMPRESSIONS  
**1.82M**

VOLUNTEER HOURS CONTRIBUTED  
**8,000**

SPECTATORS ACROSS 2 WEEKENDS  
**14,200**

LOCAL SCHOOLS INVOLVED  
**7**

COMPETING NATIONS  
**32**

LOCAL VOLUNTEERS  
**51%**

YOUNG PEOPLE ENGAGED IN LOCAL SCHOOL EVENTS  
**400**

ISO  
CERTIFICATION

WORLD ROWING  
MEDAL OF  
HONOUR

ROYAL VISIT

# LOOKING BACK AT SAUNDERSFOOT 2022

AN EVENT OF FIRSTS ON BRITISH SHORES

2022 saw British Rowing hold a World Championship event for the first time since 2011, and the first ever World Rowing Coastal Championships and Beach Sprint Finals delivered on a moving tide over 300 metres. The 2022 World Rowing Coastal and Beach Sprints Championships took place in October in picturesque Saundersfoot in Wales, supported by a team of over 200 volunteers.

Over two weekends, the weather gave us every season imaginable to contend with as 32 nations, 546 coastal and 204 beach sprint athletes descended on the Pembrokeshire coast.

Starting with the World Coastals, we saw crews from across the coastal community come together to compete for Great Britain around a challenging course in the bay.

That was followed by our first international glimpse at what Beach Sprints could become as part of the Olympic programme in 2028. The event achieved an ISO Certification for the highest possible level of sustainability for events in addition to visits by the The Princess Royal and the First Minister of Wales as well as members of the IOC.

Although the event generated an overall financial loss owing to rising costs and a challenged commercial environment, its benefits have been far reaching. There has been an increase in interest in coastal rowing, resulting in the emergence of new events across the country. A fleet of legacy boats are now being used by the GB Beach Sprint Team to expand the format of the sport.

In the absence of significant sponsorship (which sadly these days is hard to come by), hosting this kind of event cost a significant amount money outside our Business as Usual budget, contributing to our overall financial performance, but we believe that the wider benefits of hosting it (as laid out in our published Events strategy) make it an acceptable use of reserves. Doing so is vitally important for the sport's future success.

Our huge thanks goes out to Pembrokeshire County Council, Pembrokeshire Coast National Park, Saundersfoot Harbour, UK Sport, Welsh Rowing and the Welsh Assembly for their support in making the event happen.



# CREATING OPPORTUNITIES

In January 2023 we secured a new and improved grant funding award from Sport England to create opportunities up and down the country for people who wouldn't traditionally row.

We want to help create a united rowing community that welcomes everyone. In conjunction with your regional representatives, we have started to create regional plans to show clearly what we and others can invest in to grow our sport and make it thrive, both on the water and off.

As part of creating those regional plans up and down the country, we also want to attract new audiences to our sport, particularly people who would not traditionally see rowing as a sport for them, whether because they are individuals with disability, or come from ethnic or tough socio-economic backgrounds. We want rowing to feel accessible and inclusive to as many people as possible.

There is a huge amount of work already being done across the sport to attract new audiences. We are forging new partnerships with key deliverers such as London Youth Rowing, Warrington Youth Rowing and Fulham Reach Boat Club, to see if we can help accelerate the great work they already do. We want to help clubs and others follow their path in order to create more opportunities for all.

In turn, by creating new opportunities, we are also looking to join forces with those delivering grants and benefits to the sport already and to help our collective resources go further. This includes working with the long established Henley Royal Regatta Charitable Trust to support London Youth Rowing's first ever Northern Indoor Rowing Championships alongside its traditional London event.

We're also donating extra funds to support Love Rowing projects that will deliver activity for adaptive rowers and children in secondary schools who wouldn't traditionally have the opportunity to row.

As a sport there is so much opportunity and by working together we believe we can create a huge step change in the visibility and growth of the sport in the coming years.

We will work together with clubs, schools, colleges and universities as well as key stakeholders like Local Authorities, Education Trusts and commercial partners to create joined up plans across every region to create access to rowing to as many people as is possible. In addition we will provide the pathways and funds that will help people to try the sport for the first time and also to progress through it.

Having started to formalise clear plans across five initial focus areas in the South West (Bristol/Bath), London (East), East Midlands (Nottingham), Yorkshire (Leeds) and the North West (Manchester), we aim to grow these communities into the areas that surround them, creating more opportunities for people to try and enjoy our sport from the erg to the water.

Five Regional Academies support the pathways in each to enable the most talented athletes to work towards one day, perhaps, becoming our Olympians and Paralympians of tomorrow.

We are already working within our regions to develop future networks too with a longer term ambition to have 15 networks spanning the country from the river to the coast.



# BUILDING ENGAGEMENT

This year we have focused on improving our communication and driving engagement across all of our key channels. By understanding better what engages people, we have been able to streamline our approach to engaging with the community. We have grown the channels that we own across the year, and secured some great coverage in the mainstream media, both broadcast and in print.

In addition, we have made our website easier to navigate. Whilst there is work still to do, we have been pleased with the progress made this year.

**TOTAL SOCIAL FOLLOWING\*:**  
**194,488 / 3,141,478 IMPRESSIONS**



**FACEBOOK**  
46,384



**LINKEDIN**  
8,328



**X**  
41,861

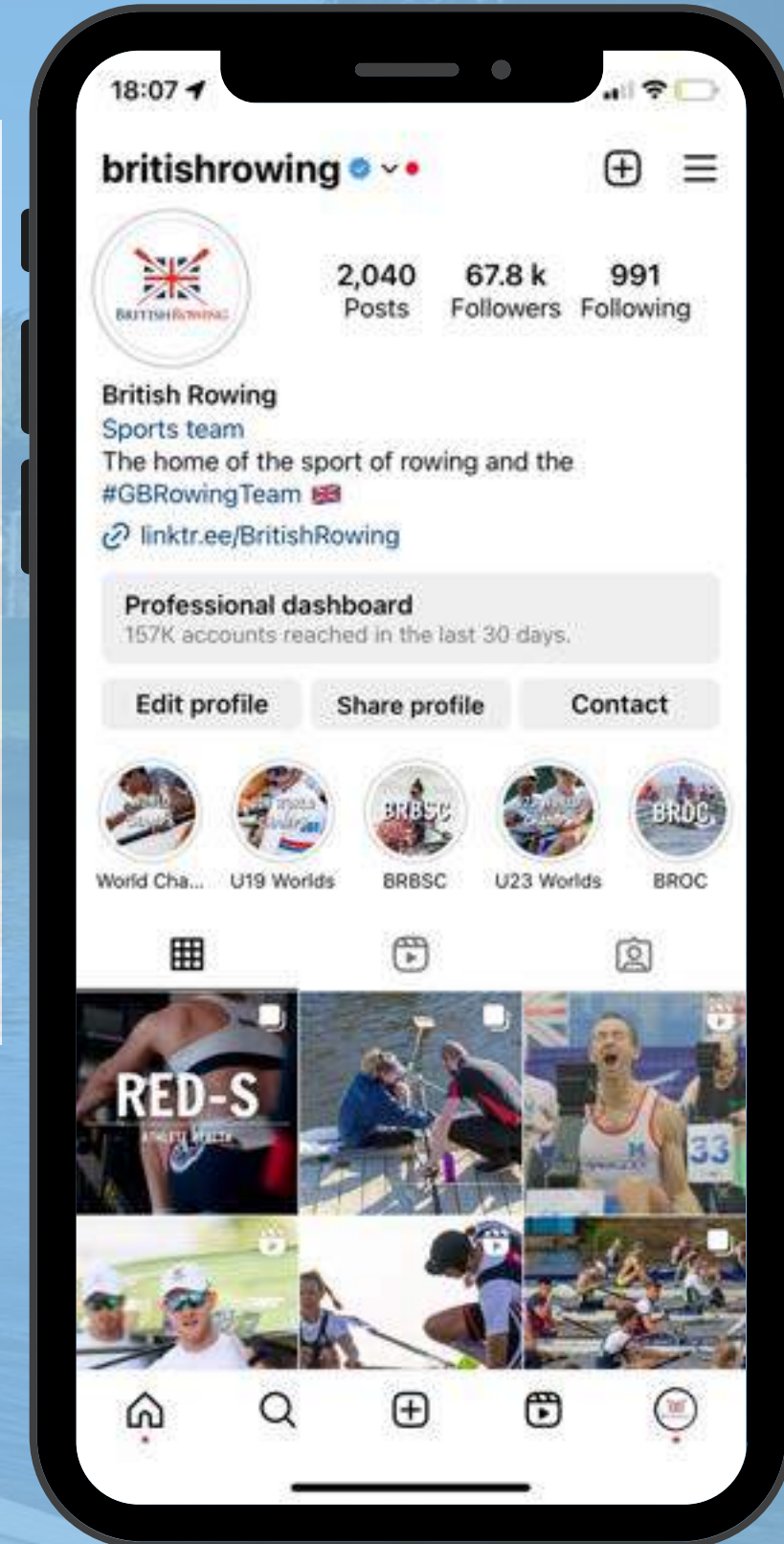


**YOUTUBE**  
30,000



**INSTAGRAM**  
67,915

\*Correct as of 30 October 2023



+7% - new users on britishrowing.org

+15% - increased dwell time on British Rowing Plus



Top post: U23 World Championship Team Announcement

Top video: World Rowing Beach Sprint Finals



Open rates increased by 6%

# LAUNCHING SOMETHING DIFFERENT

In January 2023 we launched Inside Indoor, an innovative new platform aimed at engaging indoor rowers everywhere - in every major gym, at home, and in clubs across the country.

Inside Indoor creates a destination for all indoor activity, providing news, reviews of the latest technology, and classes - both live and recorded, as well as training plans, and hints and tips that will help everyone get the most out of this part of the sport.

Through placing ourselves at the heart of the next big fitness boom we aim to drive engagement through free and paid subscriptions. We will also work with multiple partners such as EXR and Concept2 to give subscribers the best insights to the sport possible.

With platforms such as Zoom Ergos offering live and 'as live' classes including some with past Olympians and the current GB Rowing Team, we hope the platform will also create the perfect gateway to encourage more people to get out on the water too.



INSIDE INDOOR

WHERE ALL INDOOR ROWERS BELONG

POWERED BY:



BRITISHROWING



BRITISHROWING



# LOVE ROWING

CHANGING LIVES.  
TOGETHER.

## Love Rowing is British Rowing's Charitable Foundation and was launched in December 2019

Like many charities, the pandemic significantly reduced our ability to raise funds in 2020 and during the first half of 2021.

In June 2021, we launched The Big Row - our annual fundraiser which raised over £30,000, and we have continued the momentum from there.

A trustee-led charity, Love Rowing aims to transform lives through the sport, bringing new diverse communities to rowing.

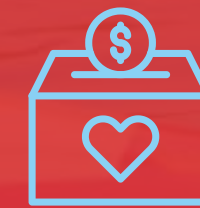
### Our objectives are:

To transform lives through the benefits that rowing brings

To bring more people into the sport, prioritising:



People with  
disabilities



Children and young people  
from low socio-economic  
backgrounds



Ethnically diverse  
communities



# LOVE

# ROWING

CHANGING LIVES.  
TOGETHER.

HOW LOVE ROWING ARE MAKING A DIFFERENCE:

**£174,000**

Fundraised since April 2021!



# HOW ARE WE FUNDED?

**As the recognised National Governing Body for our sport, you can have confidence in the responsibility and accountability we have for the safety, delivery, and sustainability of rowing in the UK**

The British Rowing Group comprises of three operating entities.

British Rowing Limited, through which the majority of the Group's income and expenditure is channeled, includes grants and donations from arm's length government agencies such as UK Sport and Sport England which award grants to British Rowing to deliver specific aims and objectives.

British Rowing Events Limited is the vehicle through which all major events spend is channeled, such as the World Coastal Championships and Beach Sprint Finals hosted by Britain in 2022.

The British Rowing Charitable Foundation (Love Rowing) operates as an independent charity with British Rowing its one constituent member. It is focused on fundraising and the giving of grants to projects specifically in the areas of adaptive rowing development and venues that create opportunities for young people who traditionally would not row.

Our work is divided into five broad areas: Membership and Community; Operations; Performance; Pathways; and Marketing and Partnerships.

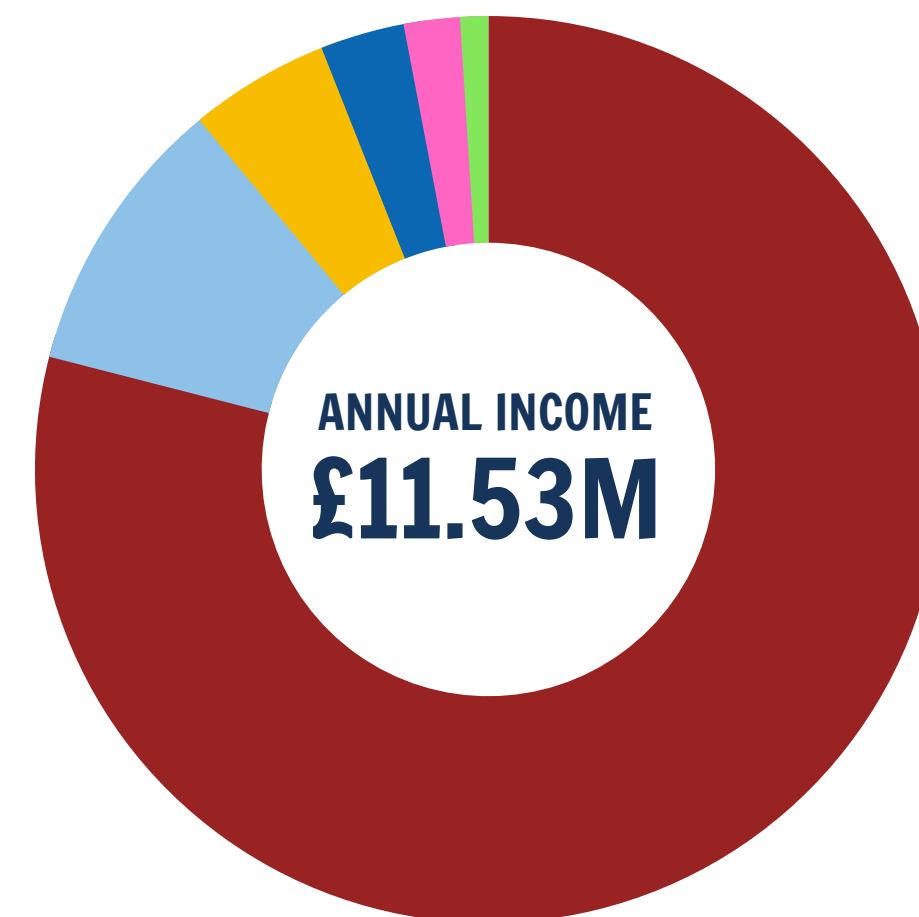
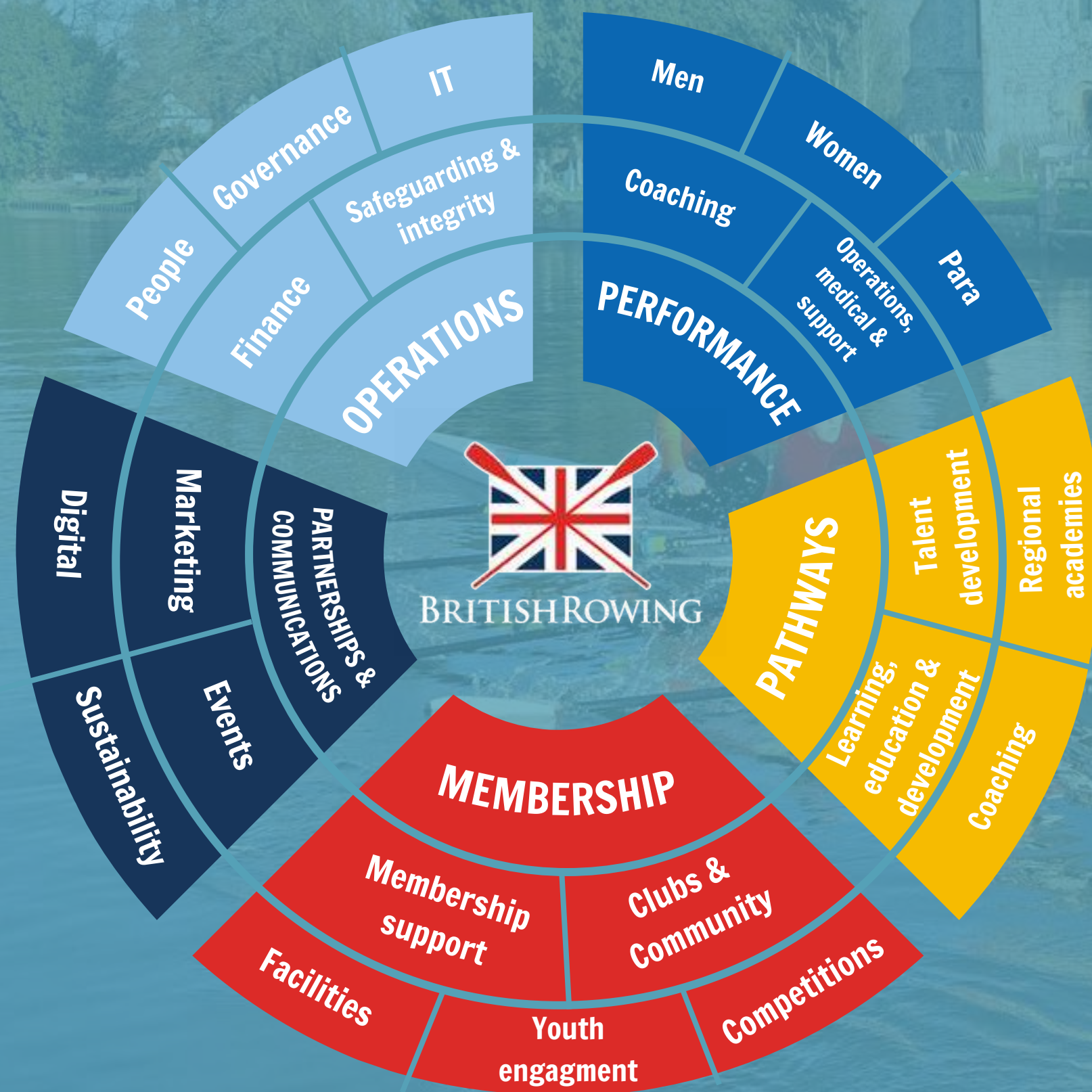
That means that from the first, tentative moment someone gets out onto the water with the support of a coach to the moment they achieve greatness in our sport, you will, as a British Rowing member, have played your part in helping to make it happen.

As your membership organisation, we are committed to ensuring that we operate transparently, responsibly, and in a sustainable way. Our detailed annual accounts for the year can be found [here](#). Your membership is one of three core ways in which the work we do is funded - alongside grant income received from funding partners such as Sport England and UK Sport, and other commercial income.

The combined income is used to support the delivery of community activity, membership support and benefits, the performance programme across all disciplines, learning and development for the rowing workforce, our programme of British Rowing national events and competitions, safeguarding and safe sport, as well as other central expenditure such as overheads, IT, governance and our work to promote and celebrate rowing.



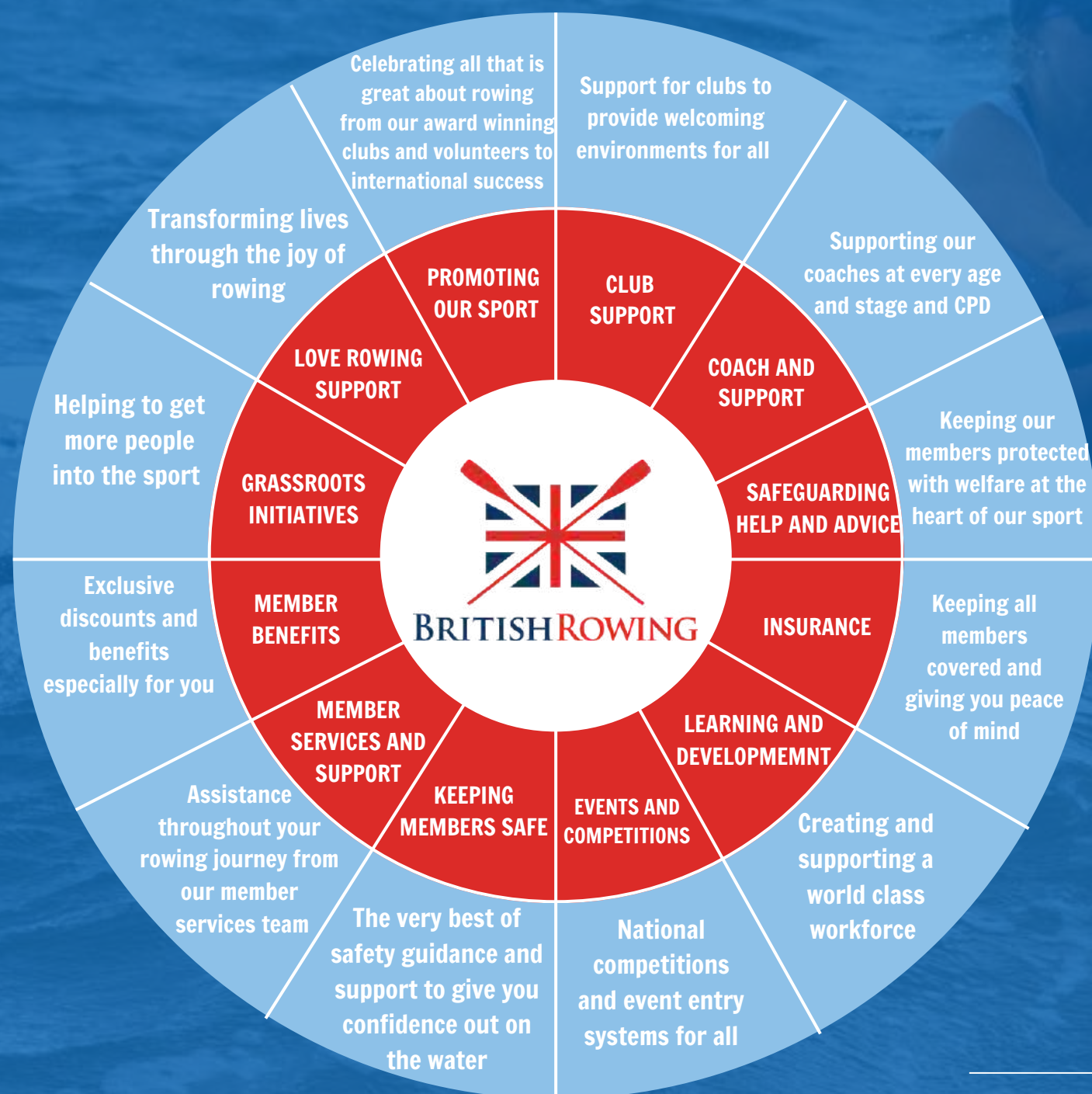
# HOW ARE WE FUNDED?



Grants and Donations	79%
Individual Membership Fees	10%
Sponsorship/Commercial	5%
Club Affiliation and Regatta Fees	3%
Olympic/Paralympic Co-Funding	2%
Other Income	1%

# MAKING A DIFFERENCE

## WHAT DOES YOUR BRITISH ROWING MEMBERSHIP HELP TO FUND?



## HOW YOUR BRITISH ROWING MEMBERSHIP MAKES A DIFFERENCE, FOR YOU AND FOR ROWING

When you join a British Rowing affiliated club you can also become an individual British Rowing member - or you can simply become an individual member in your own right too. Not only does this mean you can take part in rowing activity knowing you are safe and supported, but you also become part of something special - a community of British Rowing members who make rowing what it is.

As the National Governing Body for rowing, we are a not-for-profit member organisation who are here for you and for rowing. By being a member, you enable us to work with our clubs to deliver fantastic rowing experiences for all, as we invest your membership back into supporting you and your sport so that we help rowing and everyone in it to thrive.

Whilst we are lucky enough to secure grant funding to support our performance and outreach programmes from which the community benefits, your membership matters - from exclusive member offers and discounts and the very best peace of mind insurance cover, to grassroots programmes that help more people discover the joy of rowing, and support for clubs and coaches to help them provide a safe, supportive, and enjoyable environment.

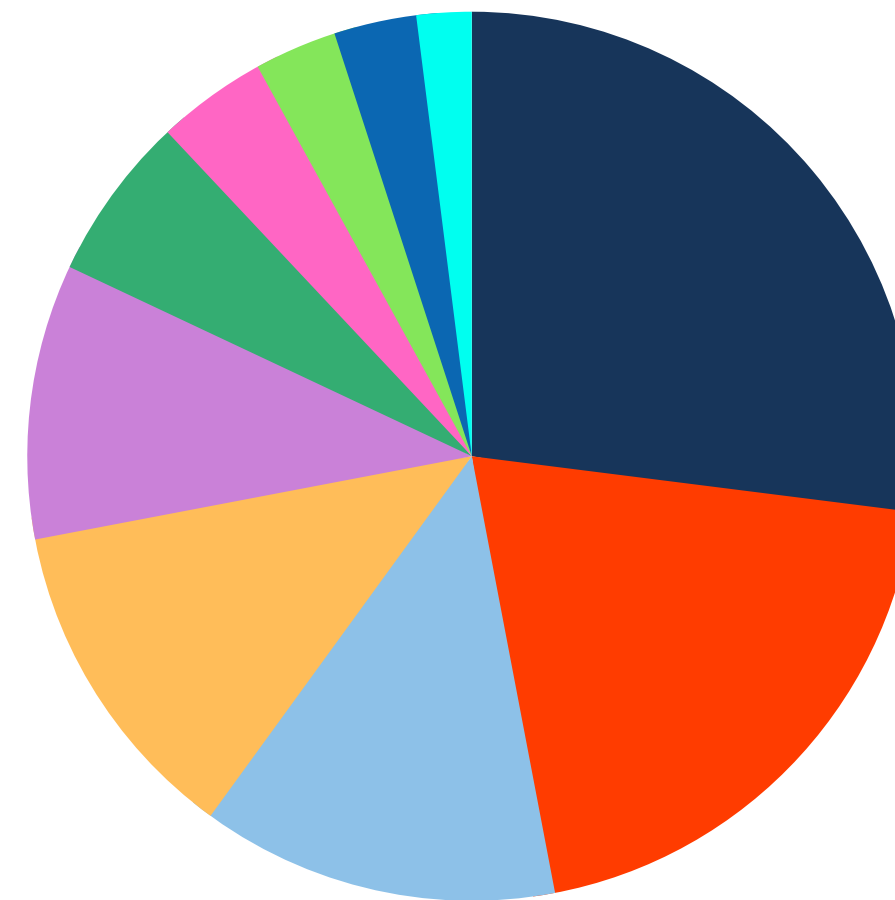
# WHERE YOUR MEMBERSHIP SUPPORT GOES

British Rowing's expenditure against membership-specific income is focused on the support of the British Rowing community and the infrastructure that enables this outside the Performance programme.

In addition, a further £1.944m of Sport England funding is fed directly into activity that supports the rowing community. Across the year we have greatly increased our focus on key areas such as safeguarding and safety; membership services; education, learning and development; and IT systems and support. This will be a focus that continues into the future.

We have continued to invest in our membership offering through the launch of new categories such as a more affordable Community Membership and Day Tickets for those who want to compete occasionally. Our aim is to continue to invest in our membership offering, albeit like everyone, against a backdrop of rising external costs and inflation through which to deliver the programme. Despite those pressures, we were pleased to be able to hold our membership fees for the fifth year running.

FOR EVERY £1 OF MEMBERSHIP INCOME WE SPEND:



British Rowing Staff	£0.27
Marketing, Events and Competitions	£0.20
Membership Services	£0.13
IT systems and support	£0.12
Safeguarding, Safety and Governance	£0.10
Learning, Education and Training	£0.06
Insurance	£0.04
HR Support	£0.03
Donation to Love Rowing	£0.03
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# THANK YOU

Our role at British Rowing is to support the rowing community and to help it develop the sport across the country. Thank you for working with us to make that happen. We value your ideas as to how we can collectively make the sport better.

If you have additional thoughts, we would love to hear from you, please drop us a line. With an exciting future ahead and change underway to ensure rowing is enjoyable, safe, and open to everyone, we hope you're excited about being part of the British Rowing family for the next year and beyond!

