



Go Row Indoor Club Initiative

How to prepare your club to benefit From Tokyo 2020

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GO ROW INDOOR

Whether you're a complete beginner or a rowing pro, **GO ROW INDOOR** has something for you.

British Rowing's Indoor Rowing Programme.

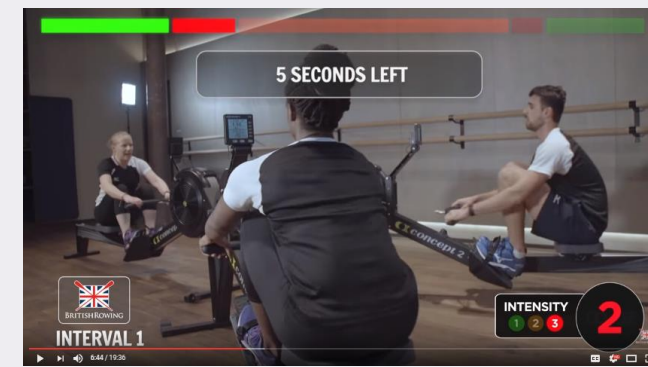


Why indoor rowing?

- The perfect full body workout
- Suitable for all abilities, body types and fitness levels
- Uses 85% of your muscles, covering 9 major muscle groups & can burn upwards of 300 calories in 30 minutes
- British Rowing uniquely placed to develop indoor rowing products to increase awareness and engagement into the sport

Go Row Indoor to date

- [Indoor Rowing research](#) developed in 2016 identified key areas that British Rowing can deliver through the Go Row Indoor programme to support increased participation and connection to the sport
- The Go Row Indoor programme was awarded Sport England mass market funding for 2017-21, with the aim to increase participation by 10% by 2021 as well as delivering key indicators around instructor numbers, gyms, clubs, technology apps and industry partnerships
- Go Row Indoor team established
- Extensive programme of activity is now being delivered:
 - Leisure operator offer including fitness professional training
 - Go Row Indoor Club programme
 - Extensive online content
 - School, college and university sector programmes
 - Campaigns, Industry Forum and much more
- British Rowing positioning in the indoor rowing market stronger than ever





Preparing for Tokyo 2020 through indoor rowing



What is the Go Row Indoor Club initiative?

The Go Row Indoor Club initiative is supporting community rowing clubs to use existing facilities to:

- Generate more income
- Expand their rowing offer
- Connect with the wider local community
- Help get more people active through indoor rowing

Through the initiative, clubs will have access to British Rowing support including training and exclusive resources enabling them to promote and deliver new indoor rowing fitness classes at times when indoor rowing machines and gyms are not typically being used by club members.



What is a Go Row Indoor Club?

As a Go Row Indoor Club, you will be able to:

- Set-up and deliver Go Row Indoor classes within your club
- Generate revenue for your club
- Be part of a unique and fast-growing fitness programme
- Engage and attract new audiences into the club environment
- Grow your membership through club indoor rowing membership offers
- Support the continued growth of indoor rowing participation



What is the Go Row Indoor Club Package?

Go Row Indoor Clubs receive a package of support which includes:

- **Training for nominated club members** - two places on a Go Row Indoor workshop
- **Go Row Indoor class models** - access to predesigned class formats for all abilities
- **Go Row Indoor toolkit** - exclusive handbook with handy guidance to get your club up and running with class activity
- **Go Row Indoor marketing materials** - exclusive online password access to editable club marketing materials and supporting resources to help promote classes to the public
- **Go Row Indoor branding** - 'Go Row Indoor' promotional branding to be positioned on all rowing machines in your rowing club
- **Go Row Indoor Club status** - exclusive permission to use the designation 'Go Row Indoor Club' for a full year



Why should my club sign up before Tokyo 2020?

- Be prepared and ready for the participant rush in 2020:
 - 33,000 Club finder searches on British Rowing website during London 2012
 - 30,000 Club finder searches on British Rowing website during Rio 2016
- Indoor rowing classes are a fantastic opportunity to engage more people to club open days & taster days throughout the Olympics
- Be part of the active nation and reduce barriers to exercise
- Using the Go Row Indoor programme, clubs can now generate new income, purchase new equipment, pay for a coach, support the wider club membership, pay towards planning permission and make ambitions a reality
- Be part of a key fitness trend of 2020

What are the Go Row Indoor Clubs saying?

Julien Tavener, Bristol Ariel Rowing Club, Go Row Indoor Club Co-ordinator and Instructor

“Thanks to the support package provided by British Rowing, which included training and access to materials via British Rowing’s Go Row Indoor Brandhub, we’re confident in delivering a regular series of Go Row Indoor classes that are bringing in much-needed revenue and exposing the club and our unique facility to vibrant new audiences.”

Dermod Sweeney, Kingston Rowing Club, Go Row Indoor Club Co-ordinator

“Go Row Indoor is making the clubhouse available to the local community at otherwise dead times for the club – so a win-win situation. Also, it is producing some valuable additional income for the club. Our regulars tell us that the sessions are making a real difference to their fitness and they really enjoy being able to measure this on the indoor rowing machine.”

Dan O’Sullivan, The Ahoy Centre, Go Row Indoor Co-ordinator and Instructor

“Go Row Indoor is a great fitness concept which highlights the inclusivity and diversity that indoor rowing has to offer. Since running the classes at AHOY we have developed a fitness community amongst our ever-growing participants, who are more engaged with the charity and support the work we do in the local area.”





Go Row Indoor Clubs

Official list

Ahoy Centre, London

All Aboard Watersports Centre

Bristol Ariel Rowing Club

Broxbourne Rowing Club

Durham Amateur Rowing Club

Doncaster Rowing Club

Fairlop Rowing Club

Gloucester Rowing Club

Kingston Rowing Club

Lea Rowing Club

London Youth Rowing

Marlow Rowing Club

Molesey Boat Club

Putney Town Rowing Club

Tyne Amateur Rowing Club

The Impact After Six Months



CASE STUDY - BRISTOL ARIEL RC

Key successes

- Raised £1000 delivering Go Row Indoor classes during the pilot
- Free introductory taster class for new participants helped motivate people to return and pay for more classes
- Classes have reduced learn to row course waiting lists and introduced a new pathway for people to join in with club activities
- Due to local demand the club increased from 2 to 5 classes per week
- Class bookings are now administrated via a web and mobile app
- Classes attract people who in the past perceived the club as inaccessible
- An indoor membership was created with buy in from regular attendees



Top three tips

- **Get your club membership on board**
Members will proactively support the classes if they understand the benefits for the wider club
- **Be clear about the clubs objectives**
This will shape how classes are developed and marketed to the public
- **Make local people aware of your indoor rowing classes**
Club based indoor rowing classes appeal most to people who live locally, with many getting on a machine for the first time, having a great workout and coming back for more



 **325^{NEW} PEOPLE**
6.25 AVG. SEATS PER SESSION

67%  **33%** 

25%  **50%**
19-30 **30-50**

80%  **20%**
WHITE **AFRO-CARIBBEAN / OTHER**

CASE STUDY - KINGSTON ROWING CLUB

Key successes

- Paying for a trained Go Row Indoor Fitness Professional to deliver classes on the clubs behalf attracted a new cohort of participants
- Creation of a block booking class system allowed participants the option to save money and buy into a number of classes in one go
- The club facility was able to deliver a positive customer experience with free public parking until 11am and an exceptional view of the river
- The club is starting to generate an income stream from class activity
- The club has been able to generate additional income through facility hire for other fitness instructor delivered activities



Top three tips

- **The club business model needs to be right** Make sure you have a small upfront budget for initial set up costs such as marketing, printing and extra equipment
- **Make sure the club membership is on board** Clubs should engage their members from the start and showcase the benefits of delivering indoor rowing classes for the wider club
- **Paying for Fitness Instructors makes a positive difference** Not only do fitness professionals know how to instruct and build a relationship with a new target audience, but they can also help with reducing impact on volunteer time, local engagement, marketing of classes and participant retention



 **30 NEW PEOPLE**

15 NEW REGULARS

73%   **27%**

5%  **90%**
19-30 30-50

95%  **5%**
WHITE BAME

CASE STUDY - AHOY CENTRE, LONDON

Key successes

- The 20 minute Go Row Indoor Class format was very popular and is a great way to deliver a quick workout for those with busy lifestyles
- Increased usage of the Ahoy Gym facility
- The Ahoy Centre retained 11 weekly participants throughout the pilot
- Classes generated a revenue of just under £3000 in year 1
- Class participants have shown interest in other centre activities after attending a Go Row Indoor class
- Go Row Indoor classes provided an inclusive offer for all
- The classes attracted a range of new people including a visually impaired participant and people getting back to strength post injury



Top three tips

- **Find a good instructor** Instructors need to be good communicators and able to appeal to the target audience. This was a major success factor at the Ahoy Centre
- **Use research to inform your business model** Participant research is important to understand which sessions times and class models work best locally
- **Get the club membership on board** To be successful, it is important to have member support and volunteers who can help set up and deliver regular class sessions



 **30 NEW PEOPLE**
11 WEEKLY ATTENDEES

90%   **10%**

55%  **45%**
30-50 **55+**

95%  **5%**
WHITE **BAME**



How does your club sign up?

British Rowing ClubHub

Your Club Administrator can apply for your club through the [British Rowing ClubHub](#) Portal. All you need to do is click on your club's profile, find the club affiliation tab and then click on the Go Row Indoor Club package icon to make an application.

As soon as the application is complete, the British Rowing Indoor Rowing Team will start helping your club on it's journey in becoming an official Go Row Indoor Club.



What is the cost?

- The Go Row Indoor Club package, which includes delivery of training for two instructors, is priced at £200 for Year 1
- After Year 1, the cost of retaining Go Row Indoor Club status and access to continually evolving British Rowing Club initiative is £95.00 per annum
 - Continued British Rowing support, accreditation to nationwide Go Row Indoor programme and additional space on future Go Row Indoor Club workshop
- Additionally, clubs can purchase mobile phone cradles for all Concept2 rowing machines at cost price of £6.00 per cradle to make use of British Rowing's Go Row Indoor workout videos



Next steps

- Contact British Rowing Indoor Rowing Team for more information
- Explore the option with your club committee and identify whether this offer could be suitable for your club
- Sign up to become a Go Row Indoor Club via the ClubHub Portal
- To express an interest in the Go Row Indoor Club package or to ask any further questions, please email: indoor@britishrowing.org



Any questions?

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Thank you

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