



# The ARA Youth and Community Outreach Programme 1996-2009

Simon Dickie



## **ARA Vision**

**New participants through new activities**

**Rowing for life through clubs with excellent facilities and well-supported volunteers**

**Inspiration through success on the world stage and at London 2012**



## Key Impacts 98-2008

- 100 % increase in ARA membership
- 40 new paid grass-roots coaches
- 1000+ schools offer rowing
- 700 schools linked to a rowing club
- Development staff in each region
- Fully funded Talent ID programme
- Enhanced funding for facilities
- Recognition by Gov't – Education / Health
- Helped secure funding for WRC 05/06
- Played part in winning 2012 Olympics
- 140,000 adults now say they row

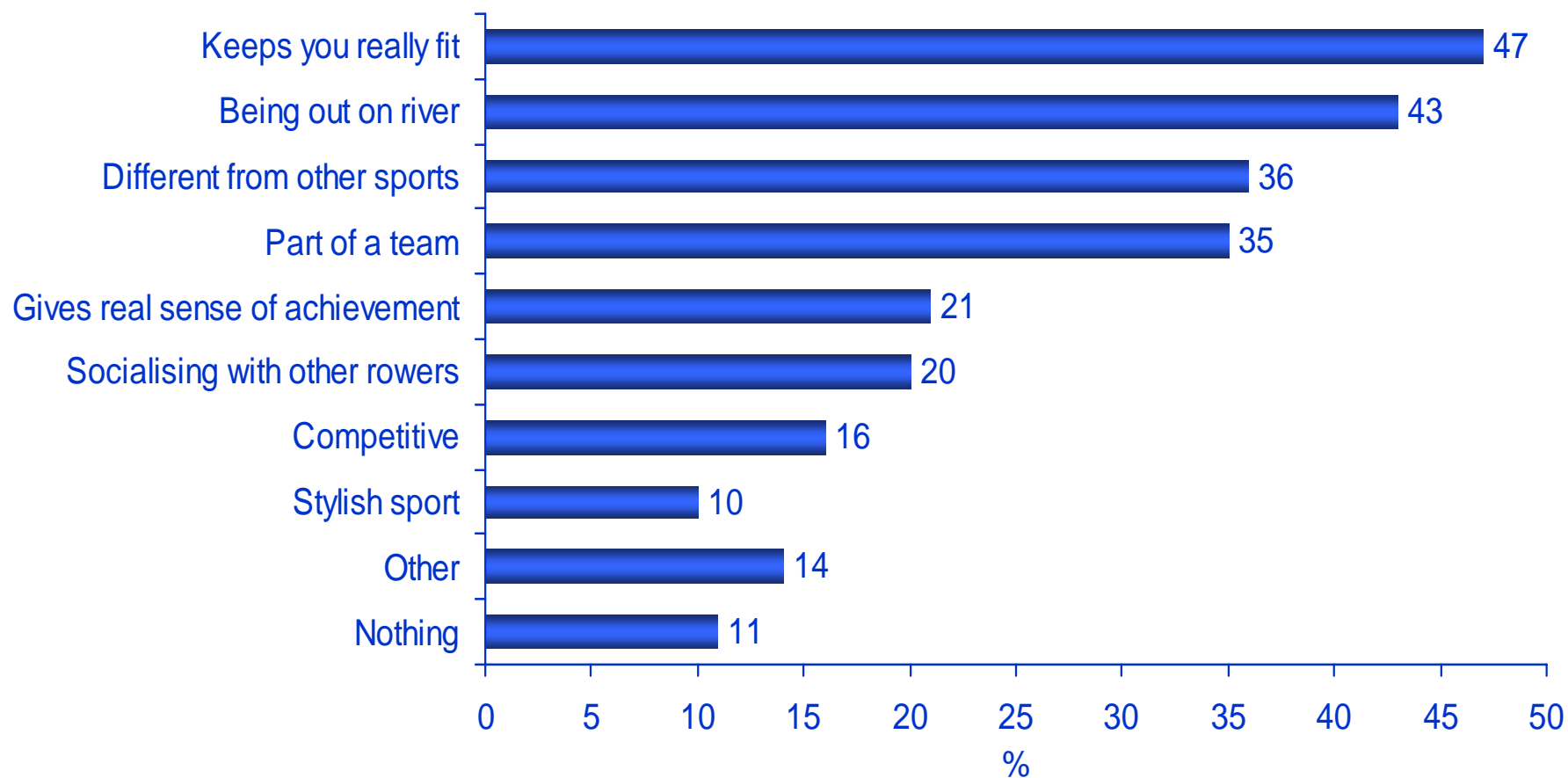
# Content

- Who am I ?
- What do I do ?
- Understanding the challenge - Research
- Increasing participation – Project Oarsome
- Project Time scales
- The Bigger Picture
- What advice can I give ?

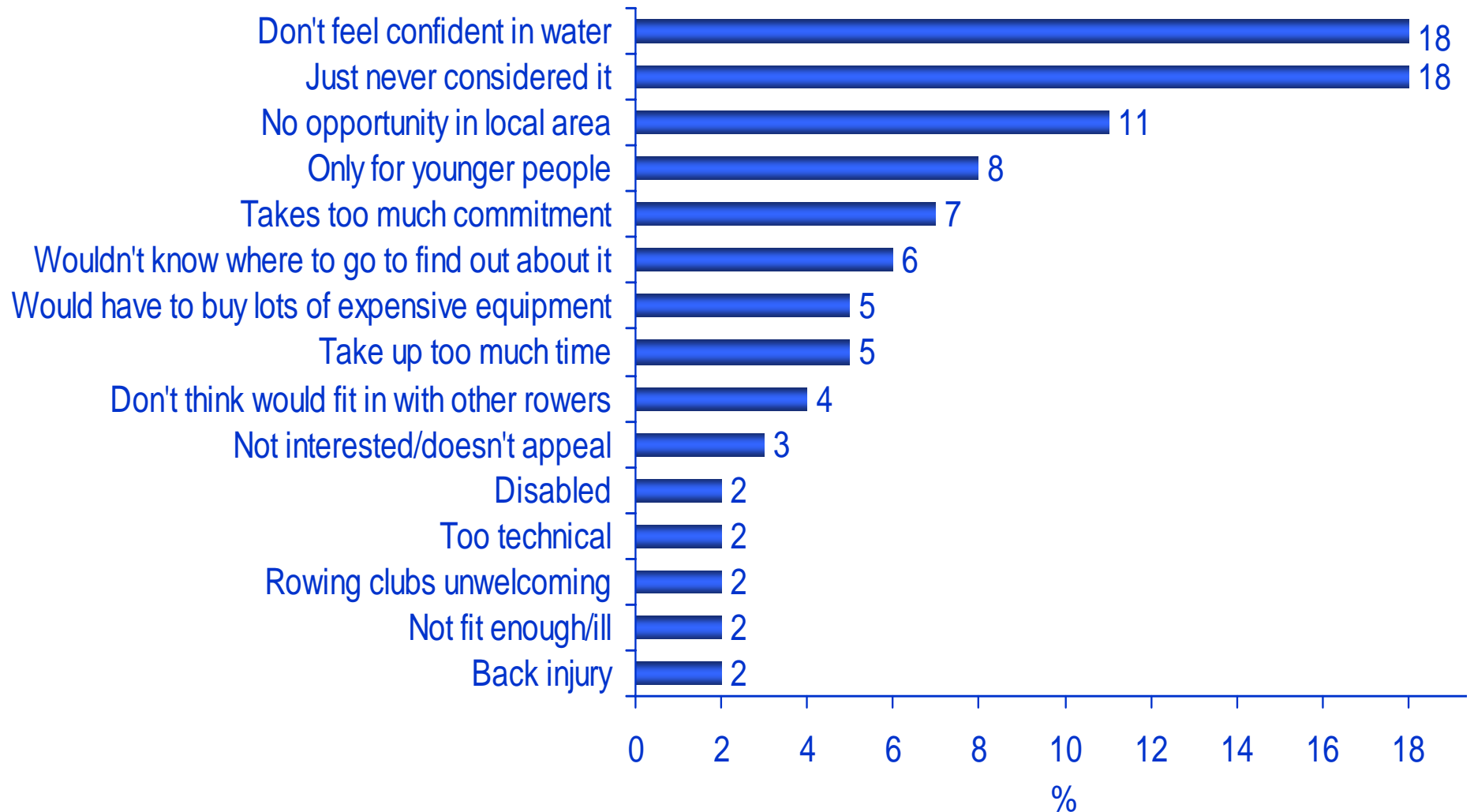
But first: What do you think about rowing ?

# What appeals to non-rowers ? Here is what people in the UK really think

Keeping fit and being out on the river are most appealing to non-rowers



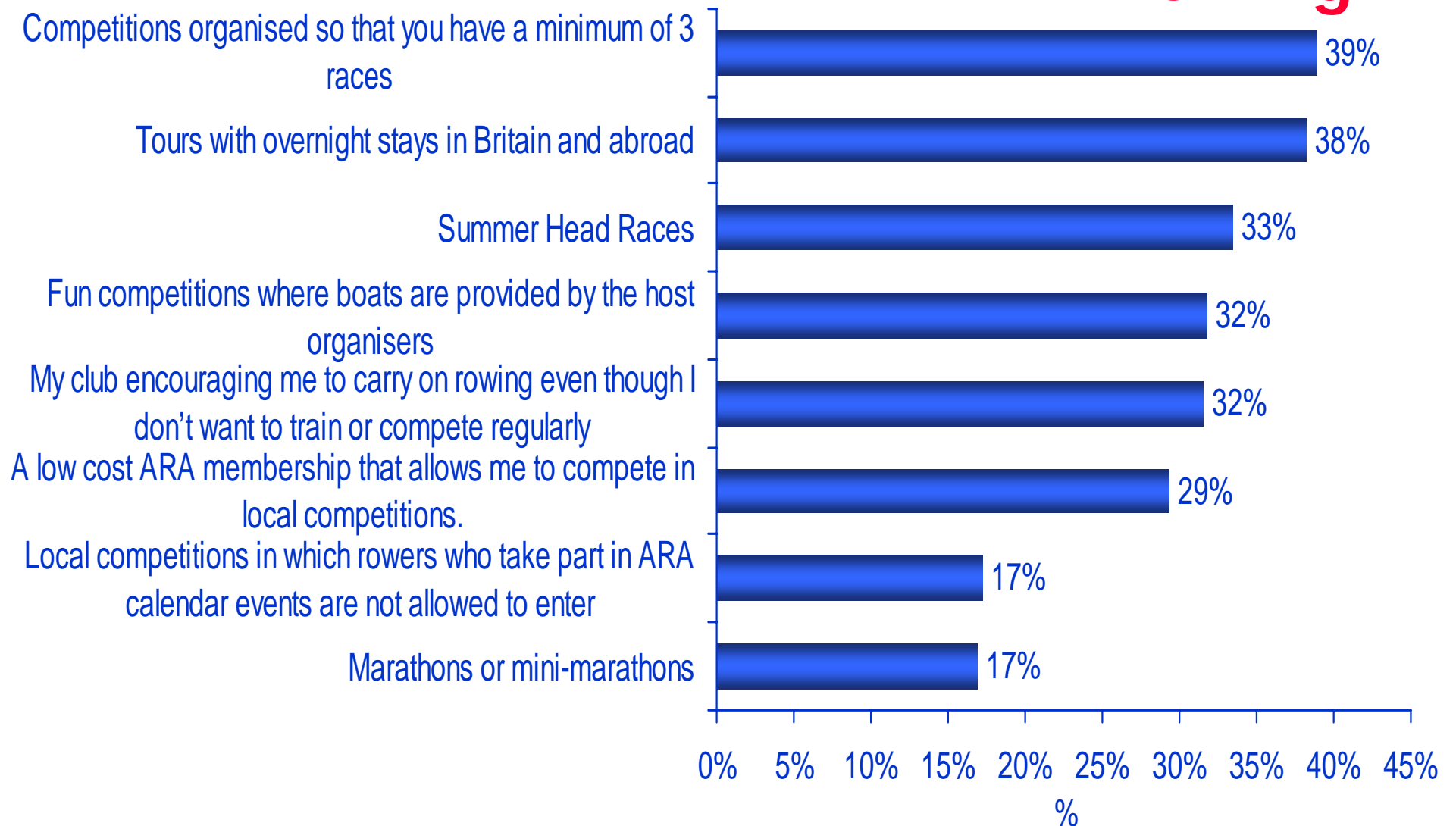
# Aspects of Rowing which are discouraging



# Actions that would encourage new people to try rowing



# Actions that would encourage people to stay in rowing



# Meeting the challenge Rowing programmes in the UK

## Increasing Participation

- Indoor Rowing
- Junior Learn to Row
- Student Learn to Row
- Adult Learn to Row
- Return to Rowing (new)

## Retaining existing rowers

- Personal Challenges (new)
- Low level local competitions (new)

## Finding brand new talent

- World Class Start / Sporting Giants

**CASE STUDY – Where  
it all started**

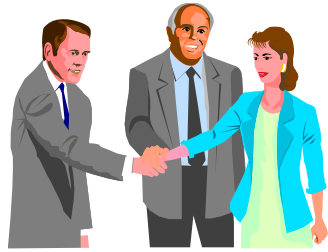
# PROJECT OARSOME





## Local Community Partnerships

- 100 State Schools - 50 clubs
- Each Project Oarsome Club creates a partnership with two state schools
- The club will go to the school
- The school will go to the club



## CONTRACT

- Club is tied into Project Oarsome for seven years
- Club and school must sign a community use agreement
- Club must return the monitoring information
- Club and must complete a report per annum
- Club must insure the boats

## 1996 - GENESIS

- Atlanta Olympics - Big, Positive exposure
  - Lots of children
- Clubs
  - Lack of coaches
  - Lack of equipment
- ARA
  - Threat and opportunity
- Sport England
  - Lottery Sports Fund

## 1997 - PLANNING

- Sport England
  - Rowing Service Team
- ARA
  - National Manager
  - National Officer
  - Projects Officer
  - National Committees
  - RCDOs
- Henley Regatta
  - Stewards Trust

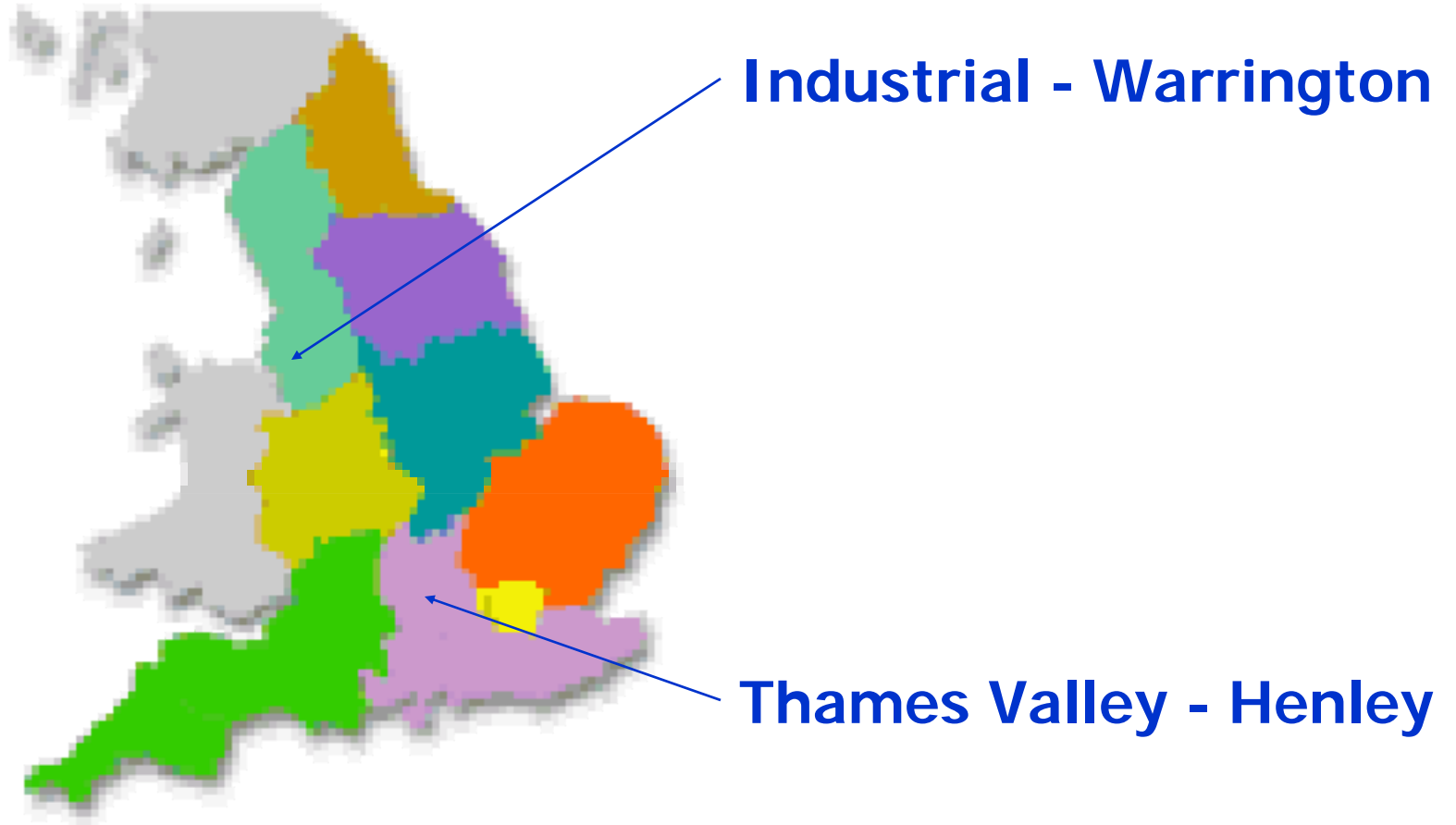
## YOUNG PEOPLE AND COACHING BUSINESS PLAN

# 1998 RESEARCH

- Review of ARA Coaching Award Scheme
- Modularisation to National Standards
  
- Objective survey of children - non rowers
- Survey Report and recommendations
- Development of Young Peoples Resources

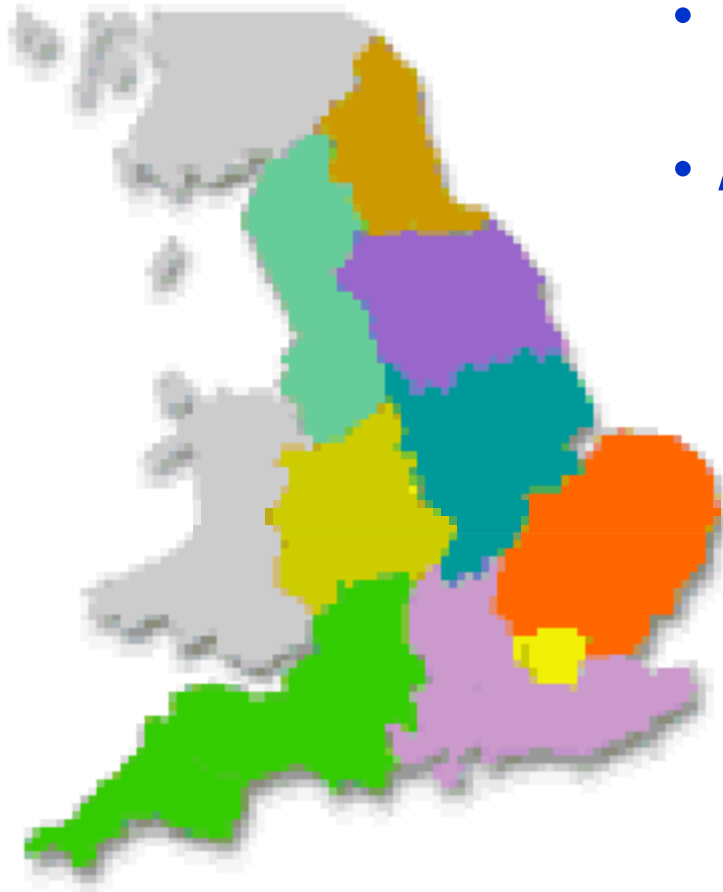
This research has produced the **National Junior Rowing Programme including World Class Start** - not just Project Oarsome

# 1999 PILOTING



# 2000 -2010 IMPLEMENTATION

- 150 Club / School partners
- All parts of England



Dry Start



Wet Start



At Schools



At Clubs

# 2000 MONITORING



- Very, very important
- Dry Start numbers
- Wet Start numbers
- Coaching numbers
- Club-school development
- Reports to all agencies

## What did agree to do ?

- Deliver an Equitable Programme
- Develop new centres of rowing
- Work in partnership with other agencies
- Stay up to date with the big picture of "social inclusion"

# **Sport England M&E report - 2003**

**Time and Time again, without any prompting schools mentioned that rowing seemed to appeal to many children who would not otherwise get actively involved in PE**

**Indoor rowing has emerged from our research as having real value in its own right**

# Recommendation to Sport England

**Sport England should promote the Project Oarsome 'Model' amongst other relevant governing bodies of sport to encourage them to adopt its core components in their own national development programmes – ie**

- Introduce the sport at schools using specially modified equipment;**
- Ensure the recruitment and training of sufficient coaches before commencement**

# Recommendations to the ARA

The ARA should capitalise on the increased participation in indoor rowing which has come about via Project Oarsome.

It should consider devoting greater resources to developing the sport as a significant part of its 'portfolio' as a governing body of sport.

This may require the development of new competitive and administrative structures which recognise the value in developing indoor rowing in its own right and which also offer the potential of a much larger recruitment base for the 'real thing'.

**The successful  
introduction of Project  
Oarsome has led to other  
developments**

- Indoor Rowing in Schools
- Talent ID – World Class Start
- Paid Community Sports Coaches
- Facility Funding

“I see sport as  
...a pro-education policy  
...a pro-health policy;  
...an anti-crime and anti-drug policy”

**British PM (who has been to a PO club !)**

**DEVELOPING SOCIAL  
INCLUSION**

**PRIORITY AREA  
INITIATIVE (pai)**

**TEES ROWING CLUB**

**DEVELOPING SOCIAL  
INCLUSION**

**SPECIALIST SPORTS  
COLLEGES**



***Active Schools***

**AVON COUNTY  
ROWING CLUB**

**DEVELOPING SOCIAL  
INCLUSION**

**SINGLE  
REGENERATION  
BUDGET**

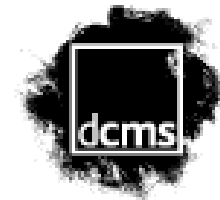
**LIVERPOOL VICTORIA**

**DEVELOPING SOCIAL  
INCLUSION**

**SPORTS ACTION ZONE**

***Active Communities***

**CASTLE DORE RC -  
CORNWALL**



**DEVELOPING SOCIAL  
INCLUSION**

**HEALTH ACTION ZONE**

**DONCASTER RC**

**DEVELOPING SOCIAL  
INCLUSION**

**EDUCATION ACTION  
ZONE**



**BEDFORD JUNIOR  
ROWING GROUP**

**DEVELOPING SOCIAL  
INCLUSION**

**WORKING IN AREAS  
OF DEPRIVATION**

**London Youth Rowing**

**Pro-Active East London**

**DEVELOPING SOCIAL  
INCLUSION**

**WORKING TO  
INTEGRATE  
DISABLED CHILDREN**

**WORCESTER RC**

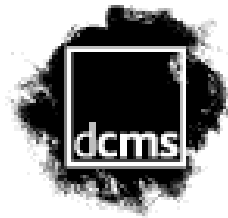
**DEVELOPING SOCIAL  
INCLUSION**

**WORKING TO  
INTEGRATE MINORITY  
COMMUNITIES**

**BRADFORD ARC**

# WHAT ADVICE CAN I GIVE ?

- Look in the mirror - do a S.W.O.T. analysis
- Research what other NGBs in the US have done
- Devise a realistic Forward Plan that suits you
- Tap into programmes that suit your sport
- Devise a genuine partnership approach
- Link programmes with schools & community groups
- Remember sport is delivered by volunteers
- Constantly review your position
- Increasing participation is a long term commitment
- Most importantly - Never say it can't be done



## Government Recognition

**Minister of Sport:** “I pay tribute to the Amateur Rowing Association, whose success this year has not come about overnight. It has organised itself properly, and I would hold it up as model of a governing body that is working with the grass roots. Its "**Project Oarsome**" has been a terrific success throughout the country, introducing young people still at school to rowing,

but it also has a very clear idea of where it is going and what it wants. Its members work together as a team, and they are a credit to minority sports--if we have to use that term. “



**USRowing®**

**Thank you for inviting me:**

**Now just go for it !!!**

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