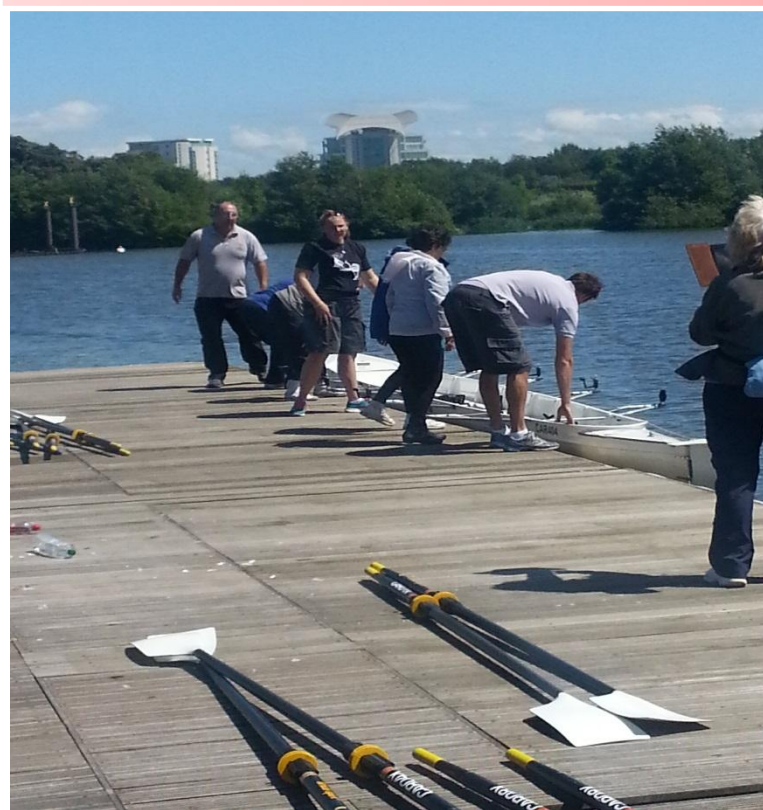


# How to get non rowers into your club

## Women's Institute - Rowing Taster

Tuesday 20<sup>th</sup> May 2014: Channel Bay Water Activity Centre



**Organisation: Channel Bay Water Activity Centre**

**Contact: Mike Hnatiw**

**Background**

Rowing is a sport which aims to be inclusive to all people from a variety of backgrounds. Our veteran age group of rowing participants is becoming more and more popular with increasing high performances and club attendance. However we want to make sure that more people get the opportunity to row no matter what their age. Welsh Rowing got in contact with the Women's Institute early in 2013 to arrange these sessions. Channel Bay Water Activity Centre arranged a set of taster sessions to introduce the WI into rowing.

**Aim**

To show groups in the community who may have not have even thought about rowing that it is a sport which they can participate in and benefit from.

## Structure of the days

At the start of the day all participants took part in an indoor rowing session introducing them to basic technique which they would later use on the water.

Then all members took to the water in coxed quads with both Rosie and Pete (coaches at CBWAC) sitting in bow helping to steer and balance the boats.

All participants enjoyed the water time which they valued even more because of the coaches who were approachable, caring and considerate of their first time on the water.

## Steps you can take to introduce new people to your club:

- Look closely at the community around your club, make sure every club/organisation is contacted so they are aware of you.
- Do a market segmentation of the local community assessing individuals needs and lifestyles, make your membership prices suitable to these sections of the community when possible (out of term students, day time rowers etc).
- Taster days work extremely well, however they need to be organised well and advertised to everyone else. Use club volunteers and just small quick sessions to gain interest but not cause too much expense.
- Is your club visible from the outside? Make sure people that walk by your club know that it's there, what you do and what you can offer.
- Work with other rowing clubs around you sharing ideas, coaching and time has a lot of benefits.



**"Thanks to you all for a wonderful day. The members were buzzing" Jean Lund: Glamorgan Women's Institute.**