

## Benefits to Your Club - Projected Case Study

The Business Strategy has been designed to:

- secure the sustainable delivery of the sport at a governing body level
- strengthen club finances and support clubs with training, guidance and practical help
- enhance the experiences of all members of the gig rowing community

The projected case study below imagines the benefits that a club may be able to report in 2026, 5 years after the introduction of the Business Strategy 2021-2026. The aim of the case study is to break down the way in which the strategy will address the needs of clubs and the opportunities clubs will have to grow their membership and improve the experiences of their membership.

### **Progress Report from XXX Club (projected)**

*Our club's adult membership has grown from 75 to 100 as a result of the raised awareness of the sport through a stream of publicity and PR in the national and regional press. That equates to an extra £2125 income per year for our club. Two members of the club have attended a CPGA led recruitment and retention training day which helped the club to improve our local marketing, open days and other recruitment activities.*

*We now have a thriving junior section as a result of the CPGA Club Development Officer working with us. The Club Development Officer recruited and trained parents and other volunteers to run the junior section. We particularly appreciated their help with setting up the safeguarding. One of the volunteers undertook a course run by the CPGA and is now a qualified coach working specifically with youngsters. We have boys and girls crews at all junior categories who race in our regional league (10 races a year) and which has developed into fierce but friendly competition against our local rivals. Next year there will be a regional junior rowing camp and our juniors are super excited about catching up with their friends in other crews. We were delighted with our U18 crew when they came second in the U18 Championships – it was really rewarding to see them do well amongst so many excellent young crews. We are hoping that at least one of the crew will go forward to represent our county in the National County Championships later this year.*

*We have 8 competitive crews in our regional league, which was set up with the help of the CPGA Events Support Officer. The league has some modest sponsorship which the CPGA Marketing Officer helped the league secure. Having a regional league has made life easier for everybody in terms of their commitment to rowing in competitions and in turn this has stabilised the crews and numbers of rowers competing through the season. Aside from the league we still take crews to Championships and other regattas further away. Travel to events has been made easier by us now having four individuals who are qualified to tow the gig trailer having undertaken a CPGA organised course.*

*Last year our Ladies crew won their league and were thrilled to take part in the League Championship event. It was covered on television and the crew were supported by the local community having been featured in our local paper. Championship events are now amazingly well run with the help of the CPGA Events Crew with experienced umpiring and the use of technology to ensure the starting and finishing of races are accurate.*

*Two members of the club were identified by the CPGA talent scouts and have been invited to attend trials to represent the county side. The county selection squads provide a training ground and athlete pathway into other formats too including indoor rowing, coastal rowing and more. The CPGA delivers this programme and already gig rowers are getting a reputation for their fitness and endurance.*

*Our regatta now attracts 45 boats, a significant increase from the 25 boats we use to attract. A CPGA event training course together with mentoring from another club (who attract over 2,000 spectators) has given us lots of good ideas to help attract far more spectators (some visitors have told us they now book their holidays to come to the regatta – which is outside of the main holiday period). More spectators have helped us attract ten more traders who want to pay for stalls and our sales of burgers have gone through the roof! For the first time last year we had a big marquee in the pub car park and the singing drinking and dancing went on into the night. Our regatta has such a good reputation that we are going to tender to the CPGA to hold one of the championship competitions for the next three years.*

*Our regatta is sponsored by the local pub for £500 and with the help of the CPGA we are talking to various other businesses about full club sponsorship which we think will be worth £2,000 a year. Our two winter social dance nights are proving to be really popular and have raised over £500 for club funds. The local community have always been really supportive but after a club member came back from a CPGA fundraising course with a fundraising plan we have had so much more financial support from them. Quite a few people have joined our fundraising committee from the town who don't even row.*

*We are currently fundraising to establish permanent boat storage and a club house. We attended a CPGA grant funding course and know that we need about £30,000 to lever the rest of the money needed from grant sources. The CPGA have been very supportive helping us prepare the funding forms and we are ready to submit them once we have reached our target. In the past we probably would have borrowed from our reserves to make it happen but we are being more careful these days.*

*We are thrilled to have been awarded £7,500 from the XYZ foundation to provide rowing opportunities for the next year for people in the area who are suffering from poor mental health. We are one of four partners to this project and the bid was put together by the CPGA.*

*We are a happy club enjoying a fantastic sport. Last year we attended the 'Festival of Rowing' as a club. It seemed like every gig rower in the world was there and we did a lot of catching up with old friends. The boat-building demonstrations, the singing, the racing – a festival on and off the water! We are already looking forward to the next one....*