



Customer led development

12/02/19

TEAMWORK | OPEN TO ALL | COMMITMENT



CONTENT

- **About British Rowing**
- **Our challenges**
- **Customer led decision making**
- **Example 1 - Go Row Indoor**
- **Example 2 - Power8 Sprints**

About British Rowing

- **British Rowing is the governing body for the sport of rowing**
- **We are responsible for the training and selection of individual rowers and crews representing Great Britain**
- **Great Britain's most continuously successful Olympic sport**





Membership Survey 2017

What our members told us. Take a look at the key facts...

Via: Email - Social Media - Website - Regional Chairmen - Club Secretaries - Word of Mouth

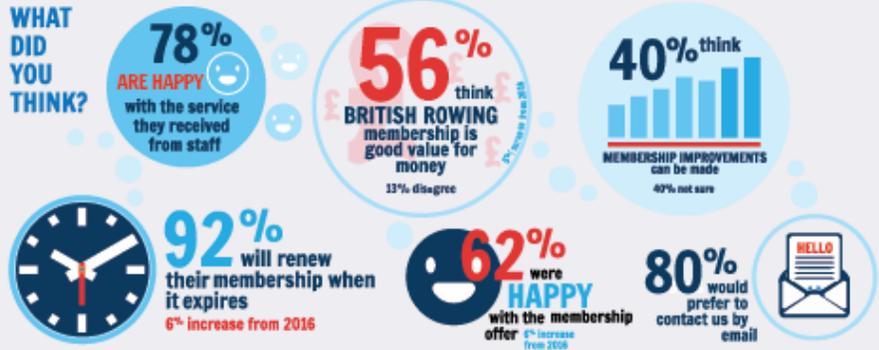
WHO TOOK THE SURVEY?



WHY DID YOU JOIN?



WHAT DID YOU THINK?



WHAT NEXT?



About British Rowing

- We are also responsible for participation and the development of rowing and indoor rowing in England
- Over 825,000 people row monthly
- 3 disciplines - sliding, fixed & indoor
- 574 affiliated clubs - 32,000 active members
- 200+ affiliated events p.a

OUR STRATEGIC OBJECTIVES



GROW THE NUMBER
OF PEOPLE IN
ROWING

MAXIMISE THE
VALUE OF
THE SPORT

PULL TOGETHER:
ONE TEAM WITH A
SHARED PURPOSE

BE THE LEADING
ROWING NATION AT
OLYMPICS &
PARALYMPICS

CREATE AND EMBED
PATHWAYS TO
DEVELOP TALENT

OUR VALUES - TEAM WORK / OPEN TO ALL / COMMITMENT



OUR CHALLENGES

Overcome perceptions of the sport to broaden appeal

Modernise & grow the sport

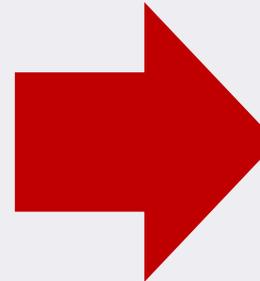
Drive financial sustainability

Respect heritage/ maintain performance success

Drive change or risk becoming static/ obsolete

CUSTOMER LED DECISION MAKING

- **Current offer appeals to current members**
- **To grow the sport we need to understand what potential new customers want & create new offer**
- **Need to see the sport through the eyes of non-participants**
- **In-depth market research critical**
- **Market segmentation key to new product development**



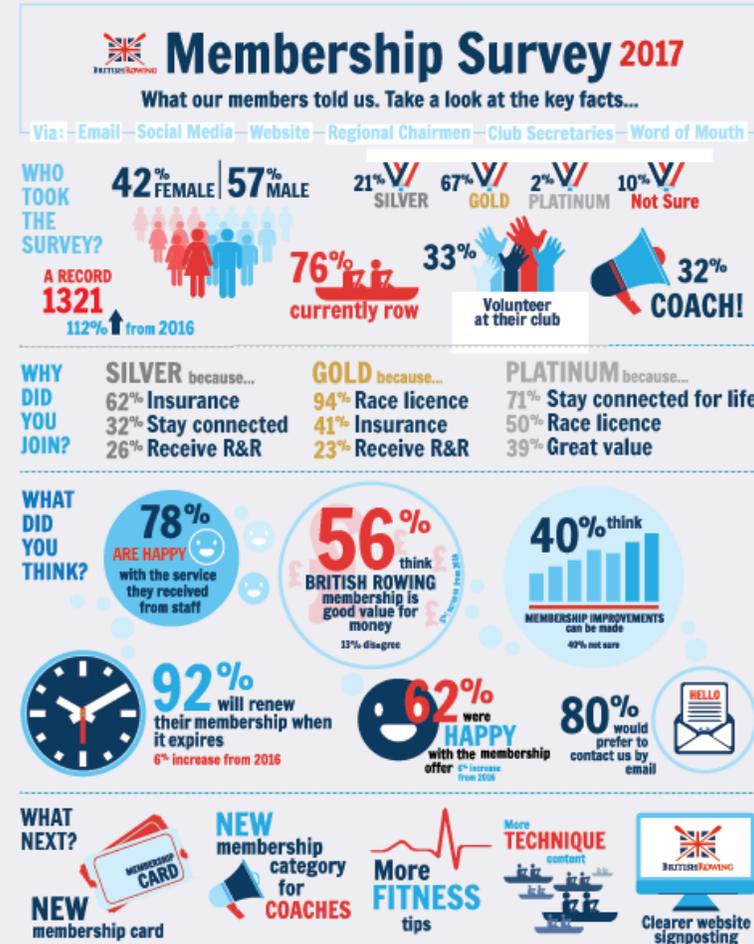
Develop new products/ offers that reflect what people want

Adapt current products to better appeal to new customers

Creating new offers for our clubs to offer to their members

CUSTOMER LED DECISION MAKING

- Customer research led decision making now central to how we work
- Extensive annual research programme established
- Recruit staff from other sports/ sectors to bring fresh perspective
- More innovative, entrepreneurial, forward thinking



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.



OUR ROLE

Coherence

Bringing industry partners together

Experience

Addressing barriers to participation and growth

Awareness

Providing a collective voice/profile that hasn't previously existed

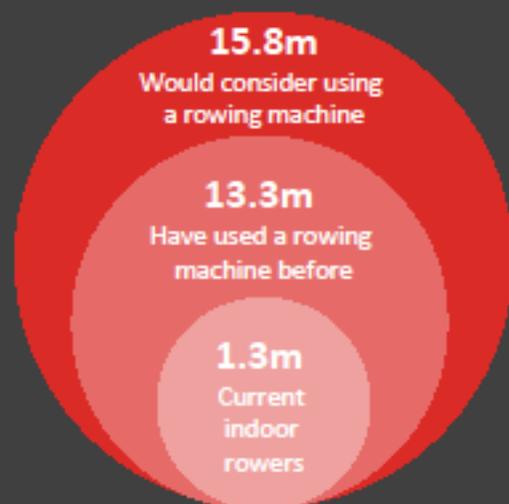
Success

A generation of indoor rowers that feel connected to the sport

Segmentation of the Health & Fitness Market – Key Findings and Actions

THE CURRENT LANDSCAPE

Size of the potential indoor rowing market



Sizing based on qualification of the sample in relation to ONS mid-2014 population estimates

4 in 5

have access to a rowing machine



1 in 4

gym goers with access to a rowing machine are using the equipment

KEY MESSAGES

Overcome barriers that indoor rowing is boring and repetitive

Reinforce benefits, particularly 'total body workout' as a key 'hook'

KEY STATISTICS TO ADDRESS



1 in 2

indoor rowers are self-taught



4 in 5

indoor rowers spend less than 30mins on a machine

1 in 4



indoor rowers consider themselves 'rowers' (grows to 1 in 3 among people using rowing machines for 21+ mins per session)

FUTURE APPROACH

Six segments were identified in this research, distinguished by their level of motivation to exercise, how they are motivated (by themselves or others) and competitiveness

Fitness Fanatics	Routine Driven	Socially Motivated	Personal Goal Seekers	Competitive Rivals	Passive Introverts
19% (3m)	12% (2m)	15% (2.4m)	15% (2.3m)	29% (4.6m)	10% (1.6m)

British Rowing's priority health and fitness market segments for future targeting

The research highlighted 5 areas for investment by British Rowing and its industry partners

Awareness

Promoting the benefits of indoor rowing and targeting a broader audience with appropriate language/images

Education

Training for fitness professionals and gym goers on good technique and achieving a great workout

New offers

Indoor rowing classes that are effective, fun and social, as well as events and other products to add fun and variety

Technology

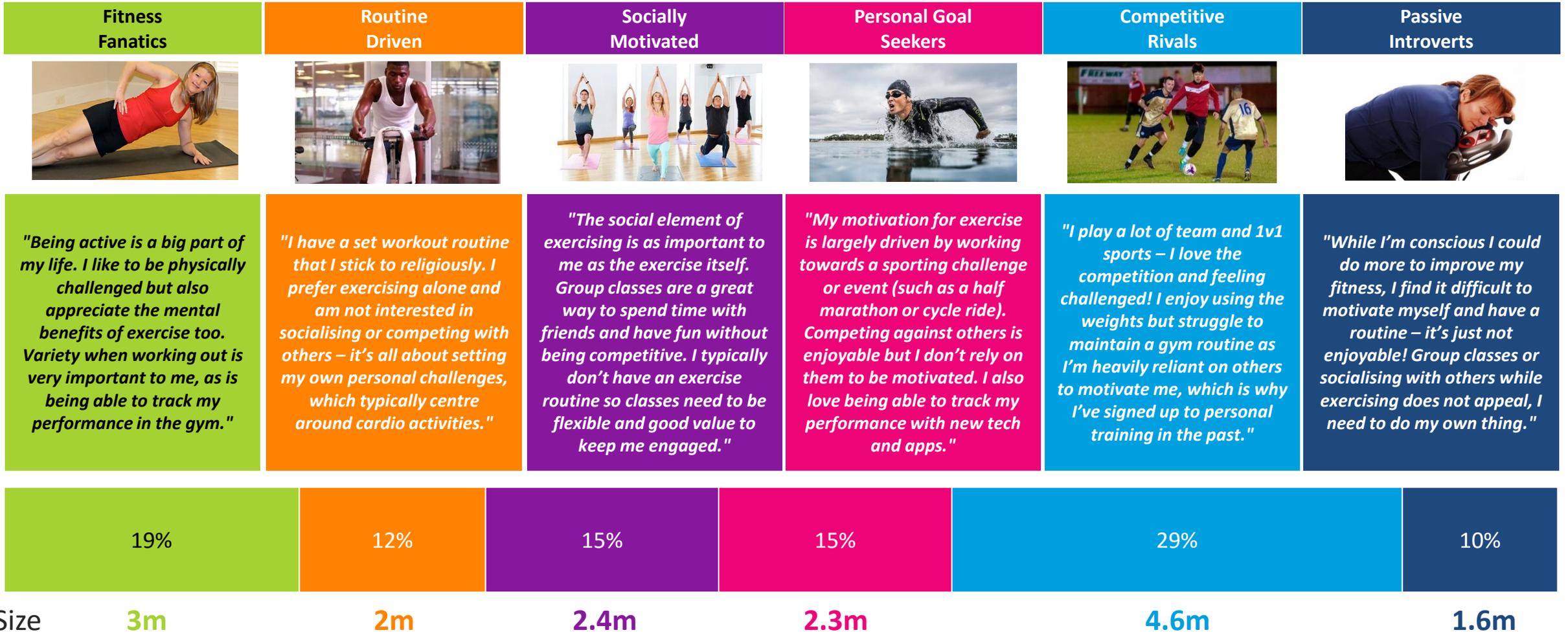
Engaging challenge and tracker apps, leagues, equipment and more

Community

Tailored content, resources, newsletters, events, discounts and more to grow affinity and boost participation

Further information on Go Row Indoor, British Rowing's new indoor rowing programme, can be found at www.britishrowing.org/indoor-rowing/

Segment profiles and their relative sizes



A1. On the whole, how do you feel about exercise? C2. In general, how much interest do you have in rowing (outdoor or indoor) as a sport?
 Base: Fitness Fanatics (95), Set Routiners (60), Personal Goal Seekers (74), Competitive Rivals (145), Socially Motivated (77), Passive Introverts (50)

Overview of segment profiles



Higher priority segments

Fitness Fanatics



Slight **female** skew

Slight skew to **over 35s**

Exercise frequency (vs. other segments):
High

Rank 3rd in terms of current rowing machine usage

Access to rowing machines (vs other segments):
High

Routine Driven



Slight **male** skew

Heavy skew to **over 35s**

Exercise frequency (vs. other segments):
Average

Rank 1st in terms of current rowing machine usage

Access to rowing machines (vs other segments):
High

Socially Motivated



Strong **female** skew

Slight skew to **over 35s**

Exercise frequency (vs. other segments):
Low

Rank 4th in terms of current rowing machine usage

Access to rowing machines (vs other segments):
Low

Personal Goal Seekers



No gender skew

Higher proportion of **16-24s** than other segments

Exercise frequency (vs. other segments):
High

Rank 6th in terms of current rowing machine usage

Access to rowing machines (vs other segments):
Low

Competitive Rivals



Slight **male** skew

Higher proportion of **16-34s** than other segments

Exercise frequency (vs. other segments):
Average

Rank 5th in terms of current rowing machine usage

Access to rowing machines (vs other segments):
Low

Passive Introverts



Slight **female** skew

Heavy skew to **over 35s**

Exercise frequency (vs. other segments):
Low

Rank 2nd in terms of current rowing machine usage

Access to rowing machines (vs other segments):
Average

What opportunity do the different segments offer?



Fitness Fanatics	Routine Driven	Socially Motivated	Personal Goal Seekers	Competitive Rivals	Passive Introverts
 <p>19% 3m</p>	 <p>12% 2m</p>	 <p>15% 2.4m</p>	 <p>15% 2.3m</p>	 <p>29% 4.6m</p>	 <p>10% 1.6m</p>
<p>What makes them an opportunity?</p> <p>Second largest segment overall and extremely engaged with fitness/ exercise. Regularly attend the gym and classes meaning access to machines is high. Indoor rowing can provide variety to their workouts. Also love to track their activity.</p> <p>Challenges to overcome when targeting</p> <p>Carry out a lot of other exercise activities (which are currently preferred). Need to be convinced of indoor rowing's benefits and potential to be competitive. Higher availability of machines needed.</p>	<p>What makes them an opportunity?</p> <p>Most likely segment to be indoor rowing already, enjoy their cardio work and also have highest access and consideration to use a rowing machine in the future.</p> <p>Challenges to overcome when targeting</p> <p>They like other forms of exercise and are wedded to pre-existing routines; challenge is to ensure indoor rowing is considered as part of their regime and via a trusted source (e.g. gym staff).</p>	<p>What makes them an opportunity?</p> <p>Already attending fitness classes so a potential prime target for group indoor rowing sessions.</p> <p>Challenges to overcome when targeting</p> <p>Like to exercise with friends but not competitively. Currently have lower access and lower confidence on the rowing machine which would need addressing. Less interested in working out at the gym, therefore would need to be targeted within classes or socially driven provision.</p>	<p>What makes them an opportunity?</p> <p>Frequent exercisers who are self-motivated (i.e. don't rely on others) and love a physical challenge. With the right offer could become highly engaged with indoor rowing. Also love to track their performance.</p> <p>Challenges to overcome when targeting</p> <p>Less likely than SRS and MFF to have used a rowing machine in the past so rowing confidence is lower. Need to overcome 'boring' perception by showing how it can be social, competitive and trackable.</p>	<p>What makes them an opportunity?</p> <p>Generally very sporty and have decent fitness levels. Like to compare their performance against others and track via apps / tech. Claim to be fairly confident with using a rowing machine.</p> <p>Challenges to overcome when targeting</p> <p>Less likely to have a gym membership so rowing machine access is lower. Reliant on others for their motivation therefore rowing needs to be showcased as a social and competitive sport.</p>	<p>What makes them an opportunity?</p> <p>While less motivated and active than the other segments they at least acknowledge they could do more! Like to work out alone so there could be a role for indoor rowing with this audience, possibly around weight loss messaging.</p> <p>Challenges to overcome when targeting</p> <p>More likely to be out of shape, therefore less motivated to exercise than other segments. Current fitness levels cited as a barrier, as is the perception of indoor rowing being 'boring'.</p>

All segments need to be taught the basics of indoor rowing



Taught the correct technique

- How to position themselves correctly on the machine
- What technique to use when rowing
- Delivered via a PT, member of gym staff, or technology to assess technique

Inductions don't really happen – when do we get the opportunity to learn?

Shown how to use the machine

- How to use the screen and programme settings
 - How to set programme based on my needs e.g. to reach a distance or calories burned goal
 - How to see when goal reached
- Interactive screen preferred

The instructors don't know how to use them! They never come over to help!

Told how it can work for me

- The unique benefits of indoor rowing! e.g. all over body workout, efficient
- What programme I should use to reach my goals
- What resistance I need for my weight / height / goals
- How I can achieve my fitness targets through rowing e.g. lose body fat
- How this fits into my fitness routine

I need to know how the machine will fit in to my programme and what it will deliver

This needs to be prioritised, to help to educate our segments around indoor rowing and empower them to give it a try

Introducing our Fitness Fanatics

"Being active is a big part of my life. I like to be physically challenged but also appreciate the mental benefits of exercise too. Variety when working out is very important to me, as is being able to track my performance in the gym"

Proportion
19%

Size
3m

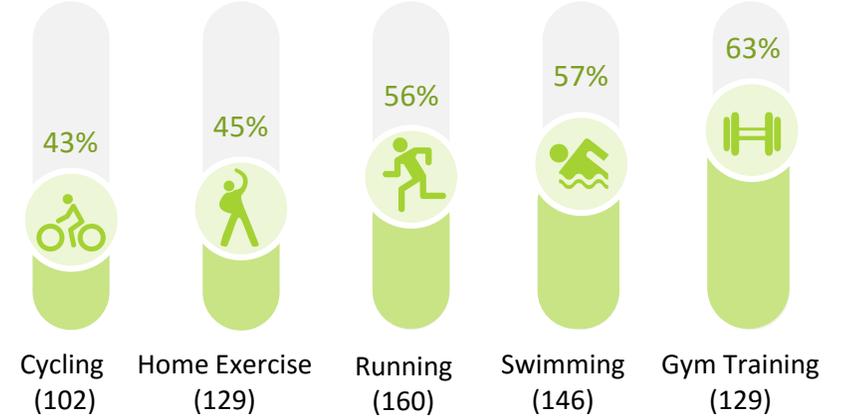


FITNESS BEHAVIOURS

- They regularly exercise, taking part in lots of different sports & fitness activities
- They prefer to do it alone and they are most likely to belong to a gym
- More indoor rowers than average (17%) but mostly lapsed (69%)



TOP SPORTS PLAYED (PAST 3 MONTHS)



MOTIVATIONS TO EXERCISE

- **To challenge myself**
 - Pushing myself and seeing progress
 - Competing with myself and others
- **Mental benefits**
 - To switch off and zone out
 - To relieve stress and feel good
- **Improving health and fitness**
 - To prevent or treat health problems

WHAT THEY WANT FROM FITNESS PROVISION

- To get in the zone**
Either to switch off or to get pumped up
- To push themselves**
e.g. set challenges or targets or ability matched sessions
- Having variety in fitness activities**
Trying new things
- To track their performance & compete**
e.g. seeing results such as calories burnt

PERCEPTIONS OF INDOOR ROWING

- Aware that it delivers fitness benefits
- Gives them some variety in their workouts
- But unsure how to use the machine correctly or the best technique
- Not clear how it delivers to their specific fitness needs/ goals
- Don't know how to track their performance

Once taught the basics, there are further opportunities to engage our Fitness Fanatics



Indoor rowing challenges so they can push themselves

- On gym floor, drop in and compete
- Group or solo challenges
- Races, or challenges over time
- Leader boards in gym
- Ability to sync with friends and compete
- Attention grabbing challenges e.g. Row to France!
- Gamification of challenges e.g. row away from shark!
- Could include building up to rowing on water

Indoor rowing classes to create excitement and engagement

- Raise profile of rowing – make it cool!
- Spin or HIIT style classes
- Help them to get in the zone – motivational instructor, loud music
- Colourful equipment
- Ability matched sessions
- Leader board at front

Provision to help them 'zone-out'

- Virtual reality rowing e.g. rowing on water, races – so they can see where they are in race
- Position rowing machines to have a nice view

Tech and apps so they can track their performance

- Rowactiv, LiveRowing apps appealing
 - Technique videos
 - Syncing your phone/ current tech and monitor progress
 - Challenge/ programme/ intensity options
 - Share and compare
- Would also like:
 - To be able to sync with their training programme
 - To be able to sync with friends e.g. notification when friend rows to prompt me
 - Goal led e.g. calories burned
 - To be able to save results for ongoing tracking

Helping to encourage them to choose indoor rowing over other fitness sessions and build habits

Introducing our Routine Driven

"I have a set workout routine that I stick to religiously. I prefer exercising alone and am not interested in socialising or competing with others – it's all about setting my own personal challenges, which typically centre around cardio activities."

Proportion
12%

Size
2m

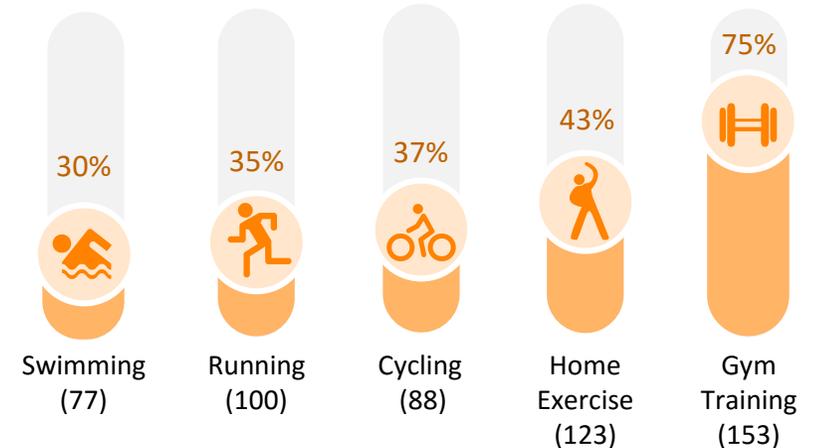


FITNESS AND INDOOR ROWING BEHAVIOURS

- They regularly exercise and like to follow a set fitness routine
- They prefer to do it alone, spending a lot of time in the gym
- The most likely to be indoor rowing currently (23%) with a large number of lapsed (65%)



TOP SPORTS PLAYED (PAST 3 MONTHS)



MOTIVATIONS TO EXERCISE

- **Getting the job done**
 - Fitness activities are part of my weekly schedule
 - It's about ticking it off the to-do list
- **To challenge myself**
 - Focusing on self-improvement
 - To get the most out of the session
- **Improving health and fitness**
 - Both physically and mentally

WHAT THEY WANT FROM FITNESS PROVISION

- A structured workout**
So they know what needs doing to get the job done
- Goals and challenges to achieve**
Personal challenges to help maximise the session
- A way to track their performance**
In-the-moment and end results to help push themselves
- A way to get in the zone, undisturbed**
e.g. not too many people so they can focus inward

PERCEPTIONS OF INDOOR ROWING

- You can challenge yourself
- It relieves stress and provides an intense physical workout
- You can control the workout and get in the zone
- But unsure how to maximise the experience
- Not all are clear of the benefits
- Don't know how to monitor performance



Once taught the basics, there are a number of ways to engage our Routine Driven and embed indoor rowing in their routines



Indoor rowing classes as part of their regular routine

- Classes with new challenges periodically e.g. new distances to complete, calories to burn
- Loud music to allow them to get in the zone
- Others around them will help them to push themselves
- Regular sessions that they can schedule in

Structured workouts and plans to help them build routines and see progress

- British Rowing training plans appealing:
 - Downloadable plans to use individually
- Workouts which incorporate other machines – fitting rowing machine into current routine
- Workouts which will allow them to control the intensity – enabling them to push themselves

Personal performance tracking using tech / apps

- Rowactiv, LiveRowing apps appealing
 - To be able to see performance in the moment
 - Syncing your phone/ current tech
 - Challenge/ programme/ intensity options
- Would like tech to be goal led e.g. calories burned

You could pair the machines – competition against a friend to push yourself

Keeping their 'zone' sacred in the gym

- Stimulate senses – visual, sounds e.g. cheers from a crowd on Bluetooth headphones
- Virtual reality provision

Introducing our Socially Motivated

"The social element of exercising is as important to me as the exercise itself. Group classes are a great way to spend time with friends and have fun without being competitive. I typically don't have an exercise routine so classes need to be flexible and good value to keep me engaged."

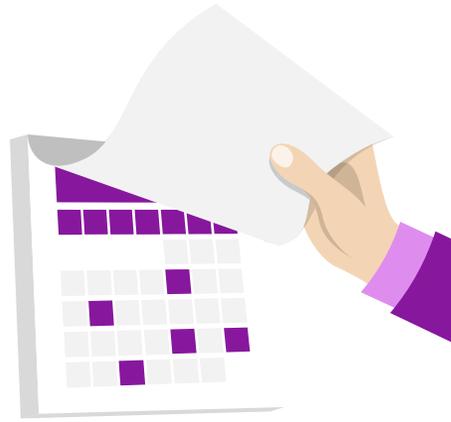
Proportion
15%

Size
2.4m

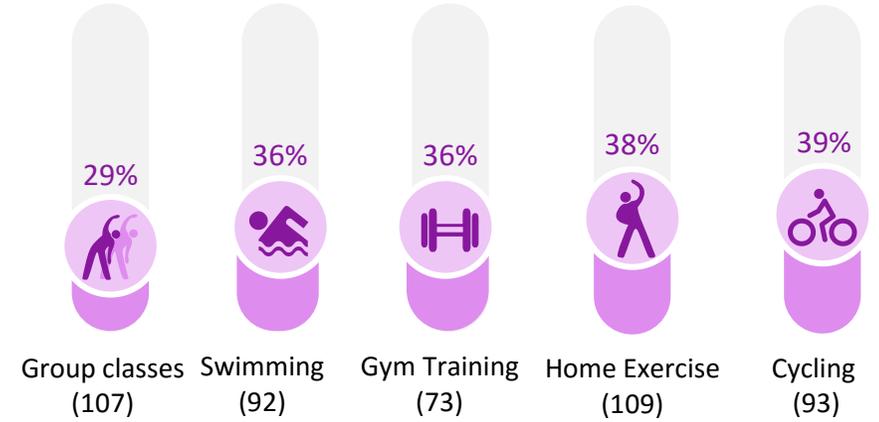


FITNESS AND INDOOR ROWING BEHAVIOURS

- Their exercise frequency is fairly low
- They prefer working out with others or as part of a class
- They currently have lower access and confidence on the rowing machine
- Many have lapsed (71%) and only a few currently indoor row (14%)



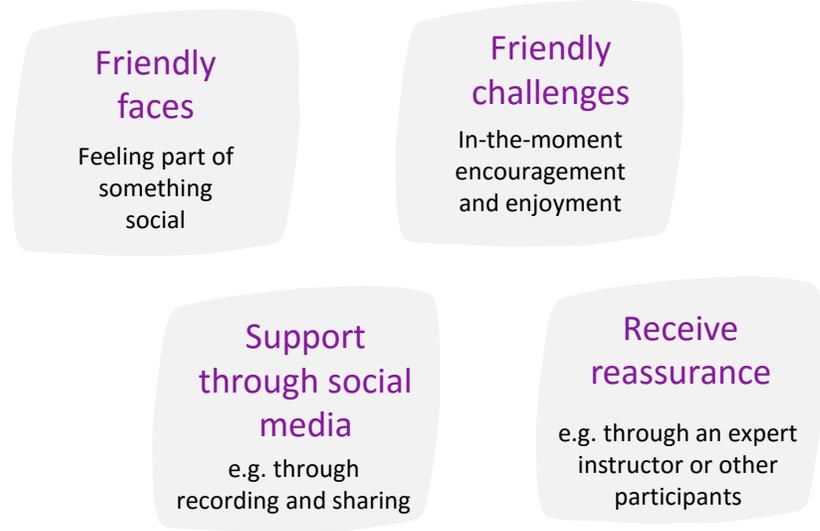
TOP SPORTS PLAYED (PAST 3 MONTHS)



MOTIVATIONS TO EXERCISE

- **Having fun**
 - The physical activity isn't fun itself
 - So I look for fun through the environment and other people
- **Spending time with others**
 - Focus is on the opportunity to socialise rather than the exercise
- **Looking after health as a by-product**
 - Rely on social encouragement to take part, give it my all and keep it up

WHAT THEY WANT FROM FITNESS PROVISION



PERCEPTIONS OF INDOOR ROWING

- Opportunity for friendly challenge
- It's a time-efficient workout, meaning more time socialising
- No-one's reassuring or encouraging them
- It's not currently social
- Not aware of how to gain support through social media



Once taught the basics, the biggest opportunity for our Socially Motivated segment is making indoor rowing more social

Indoor rowing classes that are social and fun

- Music key to keep the session lively and fun
- Dedicated instructors, passionate about indoor rowing
 - Able to advise on technique / hand-hold
- Or VR classes e.g. Les Mills
- Communal indoor rowing classes also appealing – small teams competing against each other

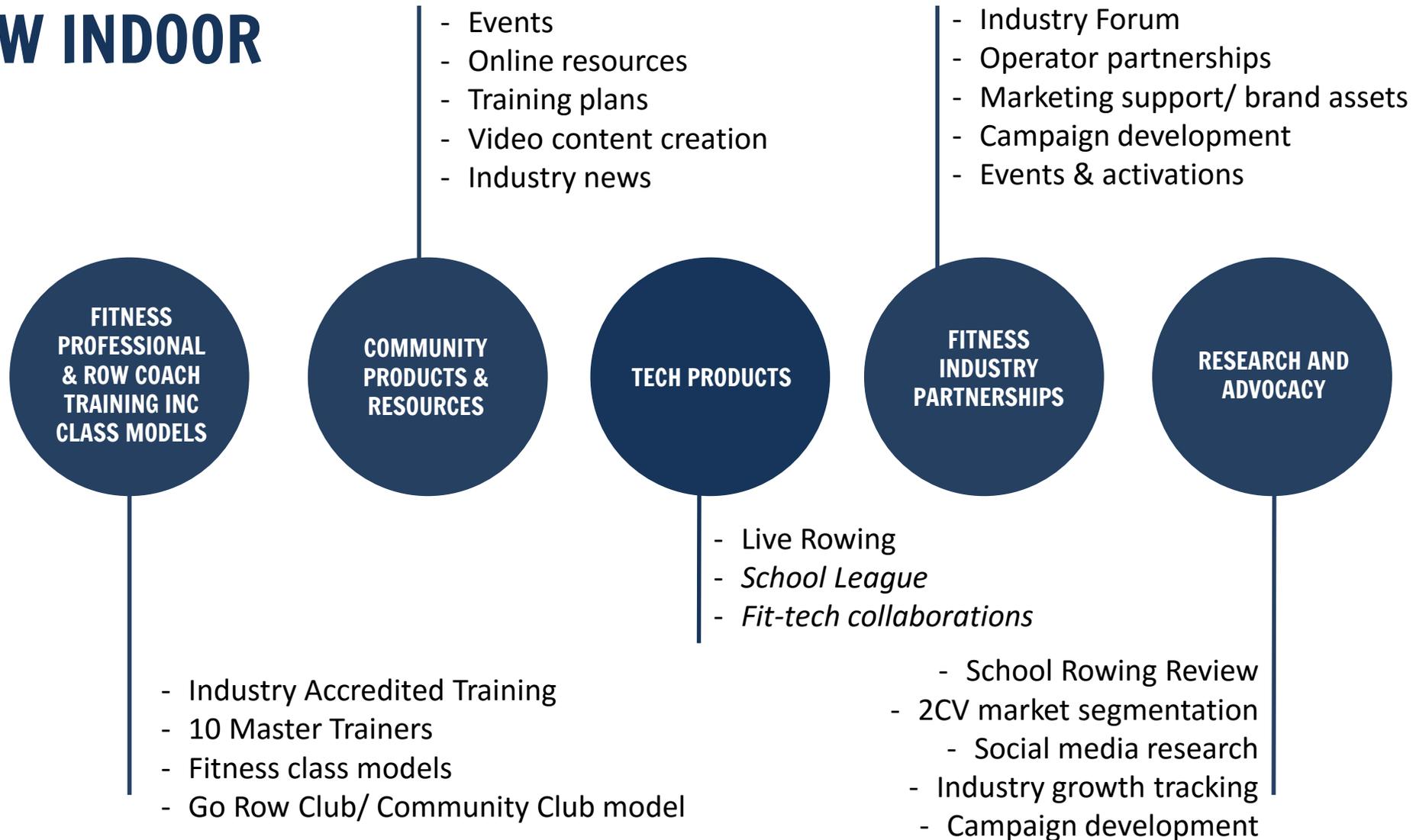
Create connections through tech and social media

- Link indoor rowing to fitness tracking devices and social media activity
- Ability to share performance, gain support and encouragement from others and compete against friends
- Ability to sync with other tech and share and compare appealing aspects of Rowactiv and LiveRowing apps

Make the machines more visible in the gym

- In a gym environment the position of machines can play a big role in how involved they feel e.g. raised machines, with visible TV screens
- Feeling involved and part of the gym

GO ROW INDOOR





GO ROW INDOOR

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

#GOROWINDOOR

British Rowing's indoor Rowing Programme.



GYM OPERATOR OFFER

REPS & CIMPSA accredited training workshops for fitness professionals

Fun & effective 20, 30 & 45 min group exercise class models

Indoor rowing challenges & tracker apps

Workout videos, training plans & online content

Marketing materials, brand assets & roll-out support

Ongoing PR & campaign activity

Association with British Rowing



You are here: [Home](#) > [Go Row Indoor](#)

About BARC

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- History
- Partners
- Contact us

Go Row Indoor

Want to get fit? Want to lose weight? Looking for a great workout programme? Well...sit down now!

Come and find out how you can join our Indoor Rowing classes with the experts. A new opportunity to get fit, have fun and socialise in Bristol. Register your interest today by scrolling down to fill out the enquiry form.

Classes

- Go Row Indoor

The Indoor Rowing Class Schedule

New Term - October and November - Class schedule now published

Rowing

- Learn to Row
- Become a member
- Club structure
- Competitive squads

Monday Fitness Class at 5:45pm - NEW!

Wednesday Fitness Class at 5:45

- Friday Fitness Class at 5:30pm
- Free Taster Class Saturday 1pm (Induction class)
- Saturday 1st Fitness Class 2pm

KINGSTON ROWING CLUB

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GO ROW INDOOR

GO ROW INDOOR, British Rowing's indoor rowing programme, aims to get everyone rowing, whether it be for fun, fitness or competition. Whether you're a complete beginner, or a rowing expert, GO ROW INDOOR has something for you. Indoor rowing is the perfect whole body exercise, using 85% of your muscles. Training on these machines develops an excellent cardiovascular system, core stability and whole body flexibility. Indoor rowing also puts very little impact on the joints, making it suitable for all ages.



COMMUNITY CLUB OFFER

Fitness professional training for rowing coaches

Fun & effective 20, 30 & 45 min group exercise class models

Indoor rowing challenges & tracker apps

Workout videos, training plans & online content

Marketing materials, brand assets & roll-out support

Ongoing PR & campaign activity + British Rowing support package

New income stream for community clubs

A new, local customer base



GO ROW INDOOR

Workshop Tutor N

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BRITISHROWING

BRITISH ROWING – TUTOR NOTES 01

FITNESS PROFESSIONAL TRAINING

Accredited training for fitness professionals

Master Trainer Pool trained

Ongoing work with multiple operators

Industry training partners

Target groups eg College Sport



INDOOR ROWING CLASSES

20 & 30 min class models
45 min studio class model

You Tube workout videos

Significant market interest

Adapted content for target markets eg adaptive rowing, older ages & schools

ROW CIRCUIT: BICYCLE CRUNCH



1. Bicycle Crunch

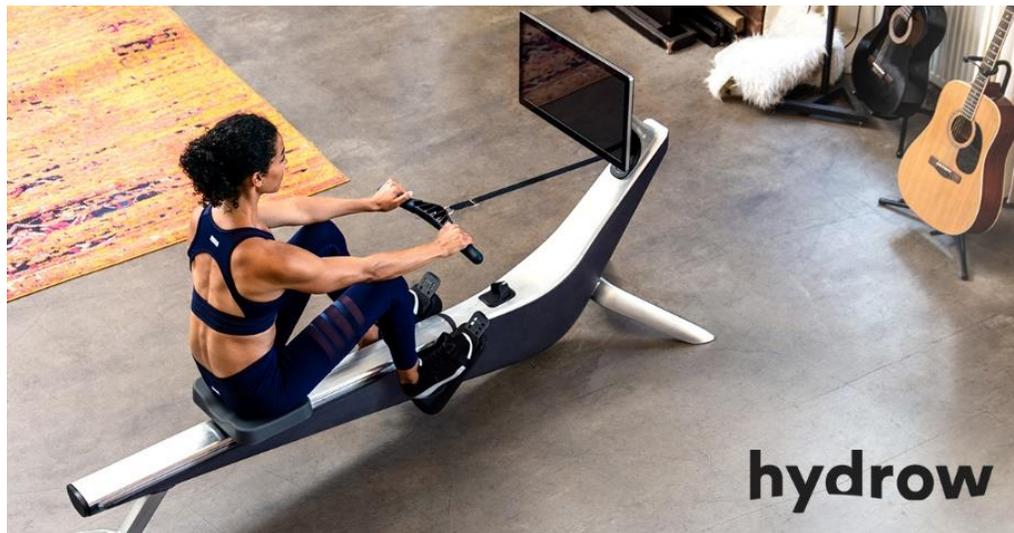
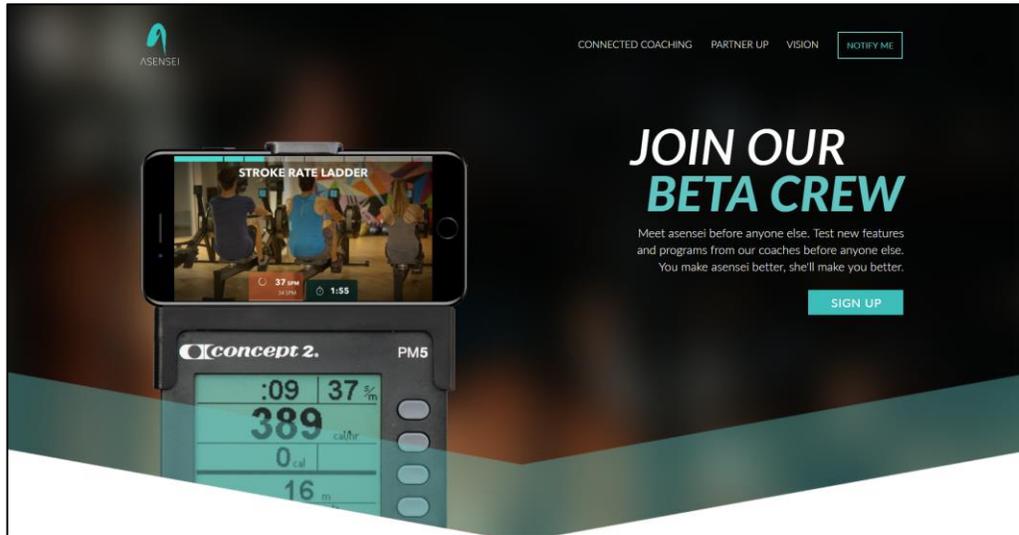
Sit on the rowing machine, legs extended but knees soft and hands by your ears. Raise one knee towards your chest and rotate so your opposite elbow meets your knee. Repeat both sides.

Progression option

Slow down your movement and hold for five when your elbow meets your knee.

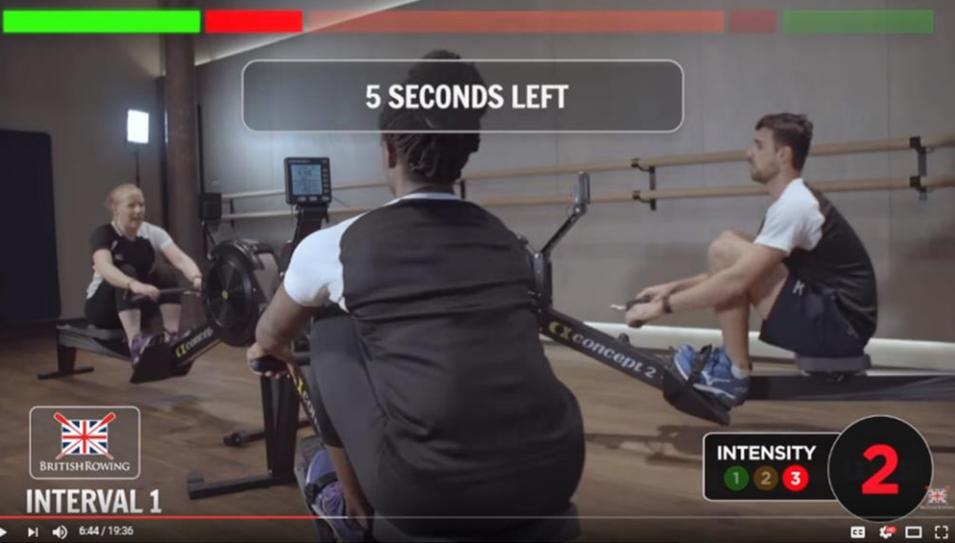


INDOOR ROWING TECH PARTNERSHIPS



Industry Partners

We are committed to supporting the growth and development of indoor rowing, working with industry partners to achieve our shared objectives.



BEGINNER TRAINING PLAN

Week 1	Week 2	Week 3	Week 4	Week 5
<p>Aim: Get used to being on the rowing machine, develop technique (posture, drive, recovery and airlock) and build base time.</p> <p>Session 1: 1 min row at low intensity, 1 min rest, repeat 3 times.</p> <p>Session 2: 2 min row at low intensity, 2 min rest, repeat 3 times.</p> <p>Recovery session: Combine with a 10 min jog / walk + 1 min sit + 1 min off.</p>	<p>Aim: Increase the time you exercise and focus on using good technique. Think about having straight arms, a focus on the powerful drive, then 40% recovery.</p> <p>Session 1: 2 min row at low intensity, 1 min rest, repeat 3 times.</p> <p>Session 2: 3 min row at low intensity, 2 min rest (or light row), repeat 3 times.</p> <p>Recovery session: Combine with 10 min jog / walk + 1 min sit + 1 min off.</p>	<p>Aim: Further increase exercise time, think of a higher intensity work for 20 seconds, 10 seconds rest and get other rowing for longer sessions.</p> <p>Session 1: 300m row at medium intensity, 2 min rest, repeat 3 times. Note time for each 300m.</p> <p>Session 2: 10 min row with 100g of row, intervals, rest 2 min of medium.</p> <p>Recovery session: Combine with 20 min jog / walk + 1 min sit + 1 min off.</p>	<p>Aim: Increase the amount of medium intensity work and change the focus to stroke rate (time up the handle) this work, the guidelines. Think focus on technique rather than time.</p> <p>Session 1: 1000m row at medium intensity, 3 min rest, repeat 3 times.</p> <p>Session 2: 10 min row + 3 min low intensity, 2 min medium, 2 min low, 3 min medium, 3 min low.</p> <p>Recovery session: Combine with 20 min jog / walk + 2 min sit + 1 min off.</p>	<p>Aim: Row comfortably with the current row of exercise and integrate your 1000m at medium intensity.</p> <p>Session 1: 20 minutes at low intensity followed by a 10 minute burst of medium intensity, repeat 3 times.</p> <p>Session 2: 2000m row, note the time.</p> <p>To work out an average 200m pace in min to add against the time for the 4 x 300m exercise in Week 3, and 20 seconds and divide by 4, for example: $2:30 \times 4 = 10:00 = 10:00 \div 4 = 2:30$ Therefore pace = 2:30 per 200m.</p> <p>Recovery session: Combine with 20 min jog / walk + 2 min sit + 1 min off.</p>

COMMUNITY & CONTENT

In-gym resources

Online resources - training plans, workout videos +++

E-newsletter/
membership offer

Tailored messaging

Social media strategy



INDOOR ROWING EVENTS

British Rowing Indoor Championships

National School Games

City centre activations

NJIRC

Regional Events

Go Row

Q. Indoor rowing seems to be big than ever but the rowing machines have low utilisation relative to other gyms getting more people into indoor rowing?

Freddie Mason, Great Yarmouth



Eric Keest, Indoor Rowing for British Rowing, answers

It's true, we have seen an increase in the price as more and more people begin to recognise get fit and stay fit. A large proportion of that believe that the rowing machines are the best piece of kit in the gym for those looking for a work-out. However, in the past we know that suffered from a poor image and lack of education many gym users opting to use other pieces when they workout.

For gyms to utilise the indoor rowing machines, it's vital to provide staff with professional that correct techniques and exercise programs to members. That's why, as part of British Rowing's indoor programme, Master Trainers have been and educate gym instructors to help members of the indoor rowing machine. British Rowing now offer 20, 30 and 45-minute class models to

Double indoor rowing participation aim from @BritishRowing #getfit2017 #getfit #rowing @ProntAPR #gymnation #getfit #fit2017



at which we will put a rowing machine on the floor investing in promoting the benefits of indoor rowing in the marketplace, we believe we can double the number of rowers in the next five years - and create a

Olympic champion Helen Glover launches #SheRows to get 10,000 women indoor rowing by 2021

[Indoor Rowing](#)

#SheRows will showcase indoor rowing as the ultimate, full-body workout and highlight its mental health benefits.



In a bid to get 10,000 more women [indoor rowing](#) by 2021, British Rowing has launched #SheRows, a national campaign fronted by double Olympic champion [Helen Glover](#) MBE.

#SheRows will showcase indoor rowing as the ultimate, full-body workout and highlight its mental health benefits. The



Indoor rowing participation

A goal to double participation in indoor rowing in the next five years. British Rowing has appointed Promote PR to help realise the goal of their new indoor rowing strategy, 'The Row Indoor'.

SPORT + RECREATION ALLIANCE

participating with effective communication expert inside teams the ideal agency for British Rowing!

SPORT INDUSTRY GROUP
WHERE SPORT MEETS BUSINESS





What is Power8 Sprints?

Core facts:

- ▶ Year 1 event held on 22 July 2018
- ▶ Headline act of Bristol Harbour Festival
- ▶ Free to attend
- ▶ 350m knock out sprint racing
- ▶ 8 men's and 8 women's crews racing in 8s
- ▶ Live on BT Sport, BBC Live Streaming and Facebook



The Teams

The 2018 Power8 Sprints crews came from:

Bristol

Cambridge

Exeter

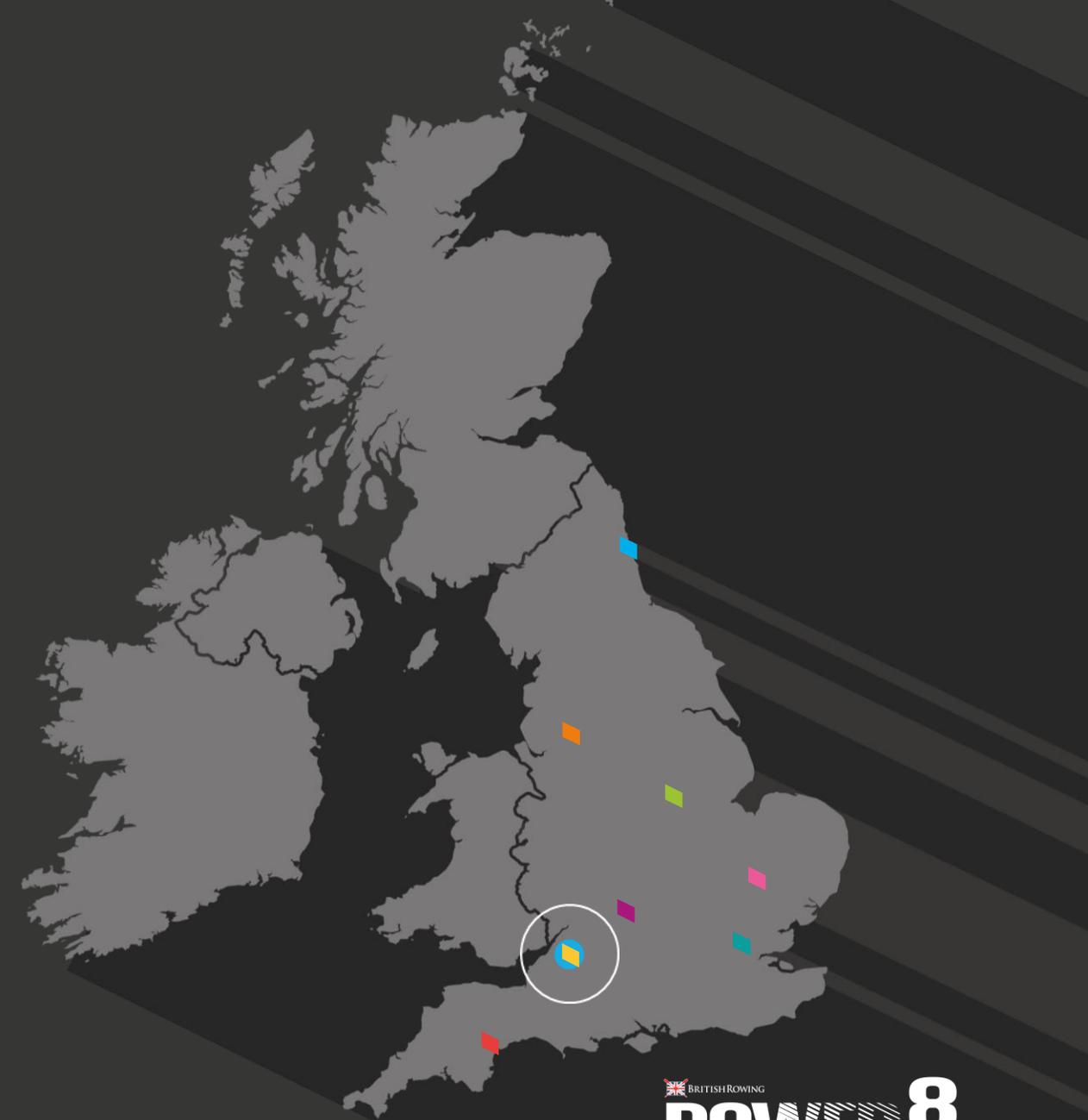
London

Manchester

Newcastle

Nottingham

Oxford



Why Power8 Sprints 2018?

To broaden the appeal of rowing through the development of a new event offer which is interesting and engaging to new audiences and has a more inclusive narrative/ brand

To drive commercial value which will support sustainable development of our sport

Customer led development

- Extensive market research
- Club consultation
- Consultation with potential host cities
- Detailed study with TV production companies
- Industry expert workshops
- Detailed budget and five year plan
- Risk assessment
- Critical path/timeline



27% INTEREST

- **Over a quarter of the population would consider attending a Summer Sprint Series event**; 8% would definitely consider attending.
- Nielsen Sports' funnel designed to extrapolate the potential at-event audience produces a result of **2.13 million** over 16's nationwide



FREE ATTENDANCE + FAMILY FRIENDLY

- The biggest attendance motivators for the public are a **free** (47%), **family friendly event** (36%) which is **easy to access** (38%).
- For British Rowing stakeholders, the ability to see the **race from start to finish from one spot** (68%), **excitement** (68%) and **proximity to the action** (65%) are important



FTA TV BROADCAST

- For each of the 3 subgroups, the event being on **free to air TV** is the most important success factor (62% importance amongst gen pop)
- **Good commentary** is also important as are **camera angles from inside the boat** and **real time data**



Saturday Afternoon Event

- All subgroups believe the event should be held on **Saturday afternoon**.
- **London is seen as the most appropriate city** to host a Summer Series event, both by those residing within it (62%) and across the country (59%).
- Over half of **Manchester, Liverpool, York and Nottingham** residents think it's appropriate to host a Summer Series event.

Neilsen completed market research on behalf of British Rowing in 2017, exploring key motivators and potential attendance/ viewing numbers at a new Sprint event.

The research identified strong demand for the sprint series concept amongst both the general public, event fans and the rowing community.

Giving the public what they want...

- ▶ Easy access city centre location
- ▶ Free entry
- ▶ Family event
- ▶ Festival atmosphere
- ▶ Music & entertainment
- ▶ Excitement, pace, jeopardy

▶ ENGAGING. ENTERTAINING. ACCESSIBLE.



POWER

8



POWER 8 SPRINTS

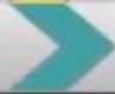
Men's Heat 4

1



Bristol

2



London





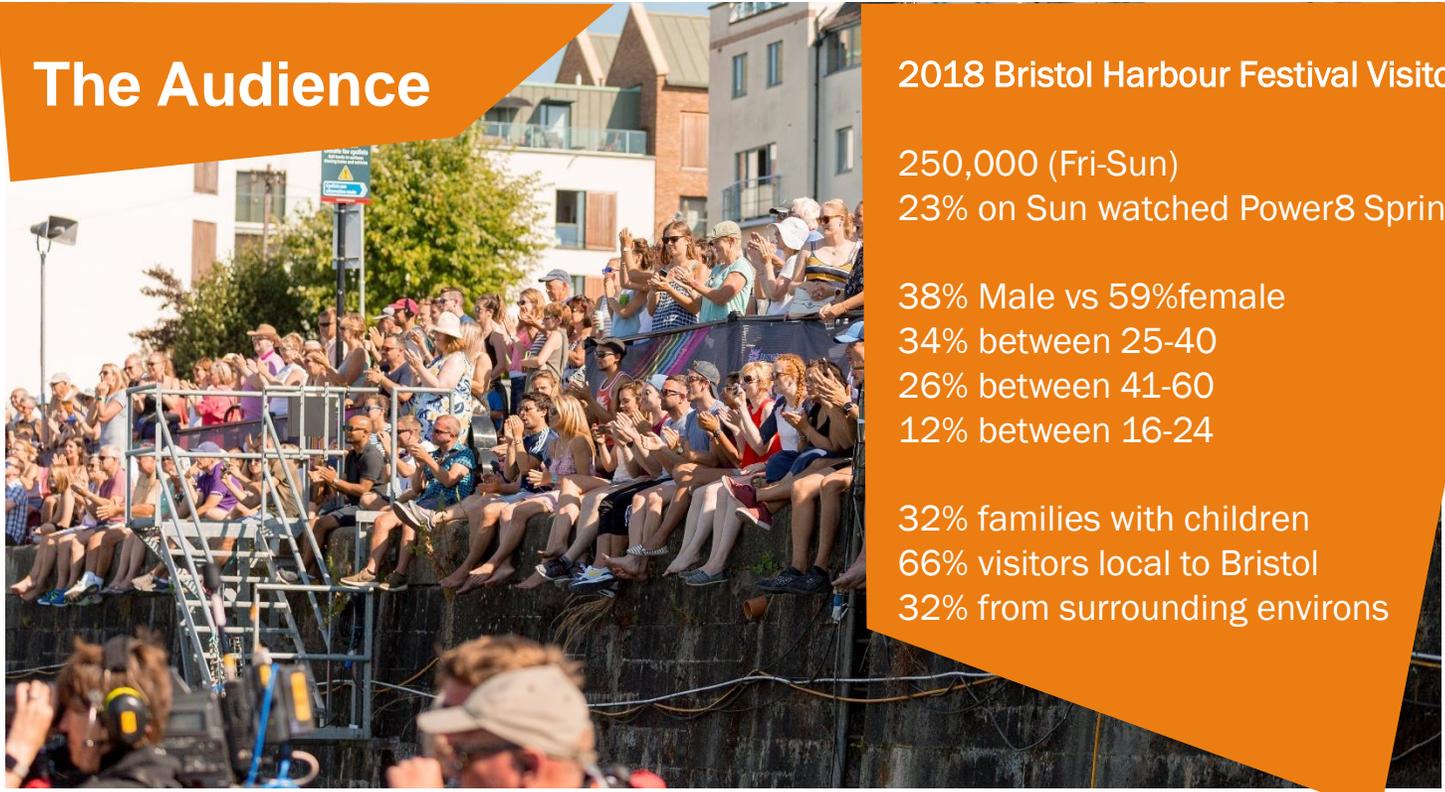






Bristol Harbour Festival – 2018 Attendees est. 28,000

The Audience



2018 Bristol Harbour Festival Visitors*

250,000 (Fri-Sun)
23% on Sun watched Power8 Sprints

38% Male vs 59%female
34% between 25-40
26% between 41-60
12% between 16-24

32% families with children
66% visitors local to Bristol
32% from surrounding environs



* Bristol Harbour Festival 2018 Survey Results

Feedback from key groups involved in Power8 Sprints



SPECTATOR EXPERIENCE Male visitor, Bristol Harbour Festival

- ▶ “It was exciting cheering on all the teams. Surprised at how quick they move. Loved shouting out for the Bristol teams. Big screens were a good way to see what the TV viewers would see.”

COMPETITOR EXPERIENCE Female competitor, Bristol Crew

- ▶ “The best rowing event I've been a part of. The organisation was good, the atmosphere on the day was incredible, the TV crews etc. didn't hamper the racing and made it feel that bit more special. So glad to have been a part of the inaugural event!”

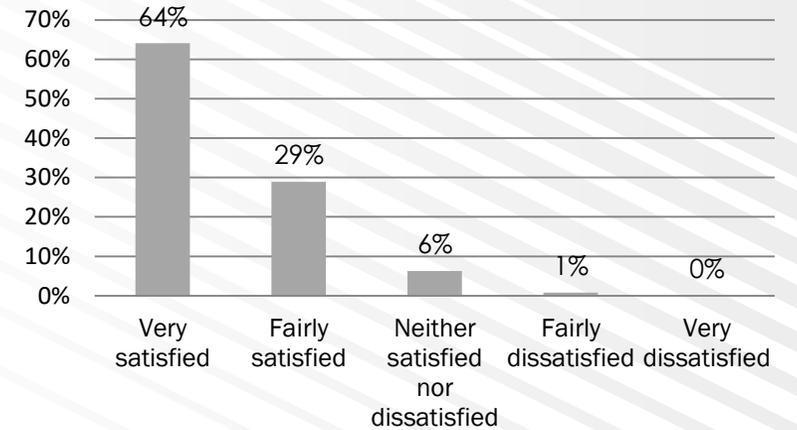


2018 Power8 Sprints – Spectators

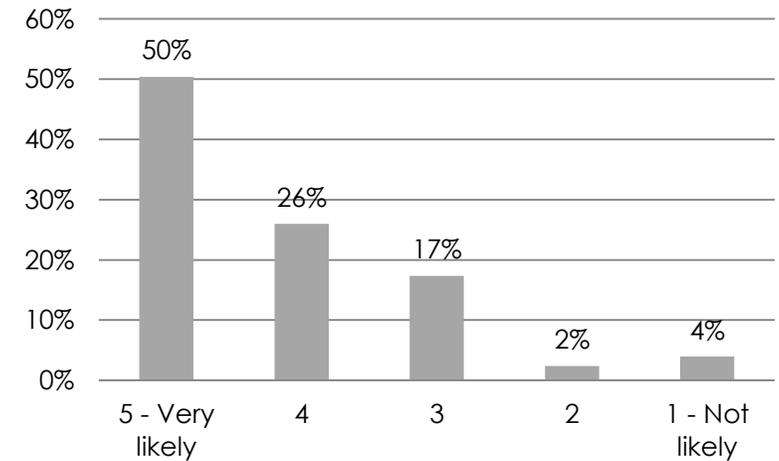


* Bristol Harbour Festival 2018 Survey Results

Overall, how satisfied are you with your experience of the Power8 Sprints rowing event?*



How likely are you to recommend Power8 Sprints to a friend or family member?*





Helen Rowbotham

Director of Innovation, British Rowing

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TEAMWORK | OPEN TO ALL | COMMITMENT