

Total Members 2016 to Present

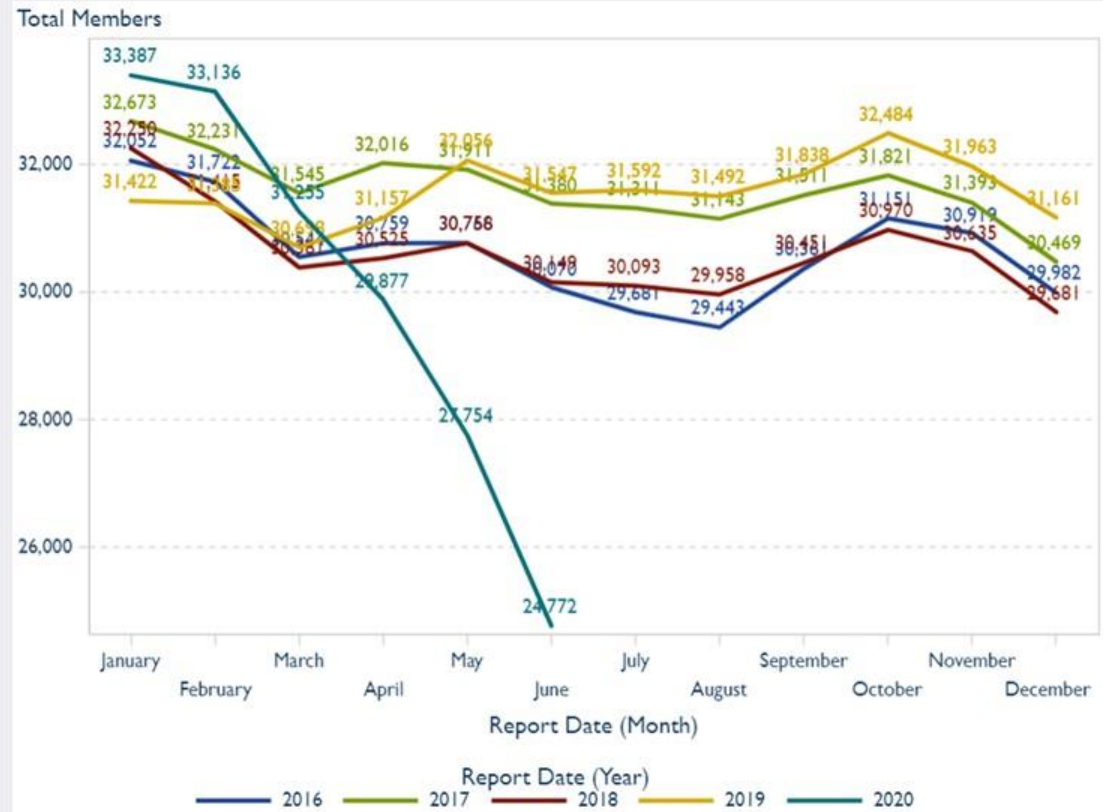
June 2020

We have 24,772 distinct active members as of the end of June 2020. Since mid June there has been the return of limited rowing activity at clubs. Privately owned and club singles can be used meaning that competent individuals are getting back on the water.

However, there is still no rowing for school or university students. These groups make up the majority of the membership demographic and these memberships are unlikely to recover until September when schools and universities go back.

The record number of members in June is 31,550 in 2019. After record high values in January and February, Covid-19 has had a detrimental effect on membership numbers.

The majority of our members hold a RACE membership. With no racing individuals are choosing not to renew. One option could be to remind members of the insurance benefits they access with their membership. This is an important aspect especially with singles going out without safety launches.



Total Members Yearly Change

June 2020

June 2020	24,772
June 2019	31,550
Net Year Change	-6,778
% Year Change	-21.5%

In June 2020, the number of members decreased by 21.5% compared to the same month last year. This has fallen further compared to the 13.5% year-on-year decrease in May.

Although limited club rowing has returned members are still not renewing at the usual rate. This is likely due to competitions being suspended until the end of August meaning there will be no summer regattas in 2020.



Members by Gender & Age

June 2020

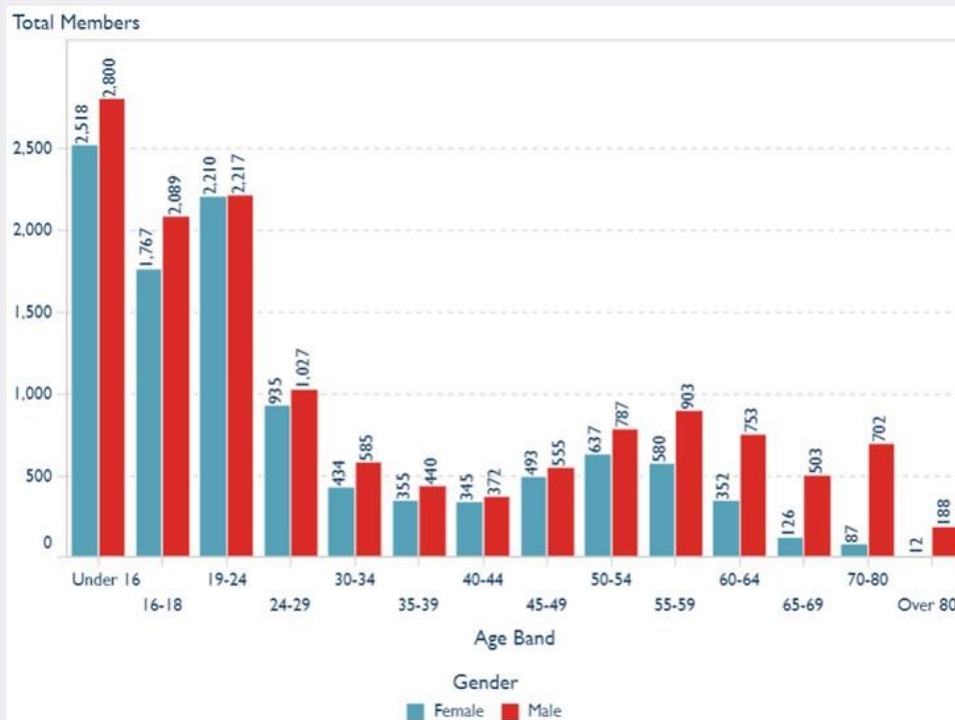
In June 2020, there was 13,921 Male members (56.2%) and 10,851 Female members (43.8%).

Only one gender and age band saw a positive increase in members since June 2019. Females aged 70-80 increased by 13 members (+17.6%).

Both female and male under 16 age groups decreased by nearly 30% since June 2019. This is possibly due to coaches in schools often facilitating membership purchases.

The 19-24 age group also saw a larger decrease than other groups. This group may contain a high number of university students that are currently not rowing.

In general, the percentage decrease in female members across age groups was greater than their male counterparts since June 2019. This could possibly indicate that females were less likely to renew their memberships throughout the Covid-19 inactivity.



Members by Gender & Age

June 2020

Age Band	Gender	2020	2019	Net Year Change	% Year Change
Under 16	Female	2,518	3,544	-1,026	-29.0%
	Male	2,800	3,946	-1,146	-29.0%
16-18	Female	1,767	2,096	-329	-15.7%
	Male	2,089	2,436	-347	-14.2%
19-24	Female	2,210	2,874	-664	-23.1%
	Male	2,217	2,807	-590	-21.0%
24-29	Female	935	1,263	-328	-26.0%
	Male	1,027	1,500	-473	-31.5%
30-34	Female	434	601	-167	-27.8%
	Male	585	728	-143	-19.6%
35-39	Female	355	496	-141	-28.4%
	Male	440	523	-83	-15.9%
40-44	Female	345	460	-115	-25.0%
	Male	372	500	-128	-25.6%
45-49	Female	493	637	-144	-22.6%
	Male	555	678	-123	-18.1%
50-54	Female	637	802	-165	-20.6%
	Male	787	945	-158	-16.7%
55-59	Female	580	693	-113	-16.3%
	Male	903	1,068	-165	-15.4%
60-64	Female	352	362	-10	-2.8%
	Male	753	822	-69	-8.4%
65-69	Female	126	168	-42	-25.0%
	Male	503	567	-64	-11.3%
70-80	Female	87	74	13	17.6%
	Male	702	748	-46	-6.1%
Over 80	Female	12	16	-4	-25.0%
	Male	188	191	-3	-1.6%

Groups highlighted in red decreased more than the average decrease in membership of 21.5%.

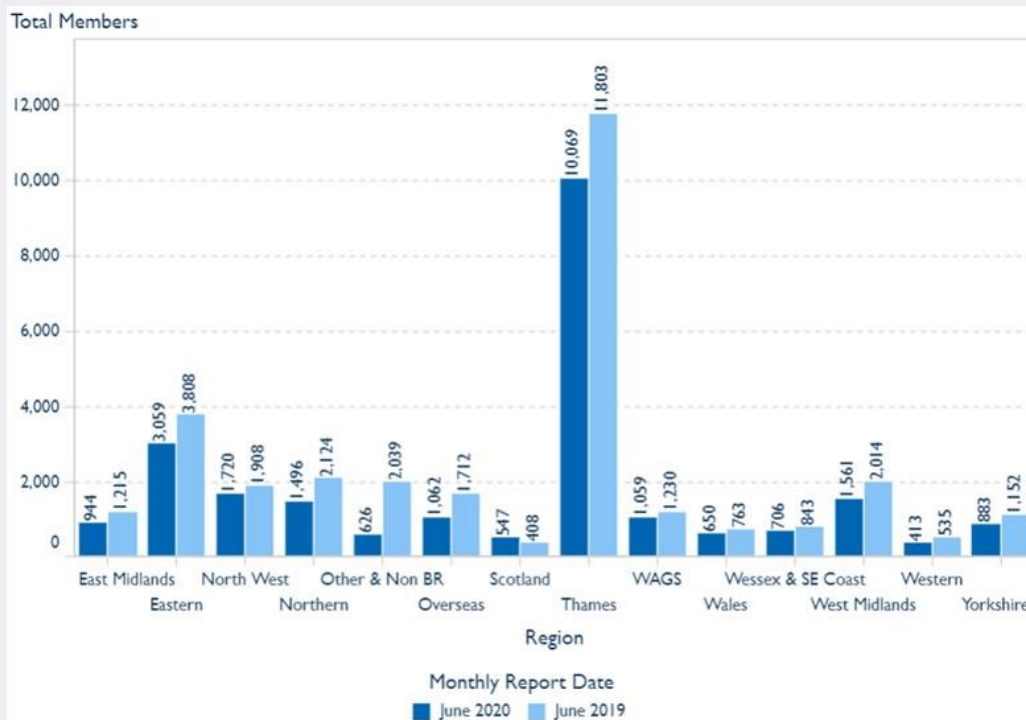
Members by Region

June 2020

All British Rowing regions have seen a yearly decrease in members since June 2019. This is to be expected due Covid-19 affecting the country as a whole and rowing activities suspended nationwide.

There was an increase in members for Scotland, however the rate of growth has decreased from 65.2% in May to 34.1% in June.

Memberships in the East Midlands, Northern, West Midlands, Western and Yorkshire regions fell by over 21.5% since June 2019. This is greater than the overall decrease in British Rowing memberships.



Members by Region

June 2020

Regions with a percentage and net year change that has decreased more than the British Rowing average of 21.5% are highlighted in red.

Region	2020	2019	Net Year Change	% Year Change
East Midlands	944	1,216	-272	-22.4%
Eastern	3,059	3,808	-749	-19.7%
North West	1,720	1,909	-188	-9.9%
Northern	1,496	2,124	-628	-29.6%
Other & Non BR	627	2,040	-1,413	-69.3%
Overseas	1,062	1,712	-650	-38.0%
Scotland	547	408	139	34.1%
Thames	10,069	11,803	-1,734	-14.7%
WAGS	1,059	1,230	-171	-13.9%
Wales	650	763	-113	-14.8%
Wessex & SE Coast	706	843	-137	-16.3%
West Midlands	1,561	2,014	-453	-22.5%
Western	413	535	-122	-22.8%
Yorkshire	883	1,153	-269	-23.4%
Total Distinct Members	24,772	31,550	-6,778	-21.5%
Total Other & Non-BR, Scotland & Wales	2,886	4,923	-2,037	-41.4%
Total BR Regions	21,912	26,635	-4,723	-17.7%

Membership by Type

With 22,236 memberships (85.4%), RACE makes up the vast majority of all memberships. This group decreased by 6,175 memberships (21.7%) since June last year. There are 10,008 female (45%) and 12,228 (55%) male RACE memberships, the most equitable of all membership types.

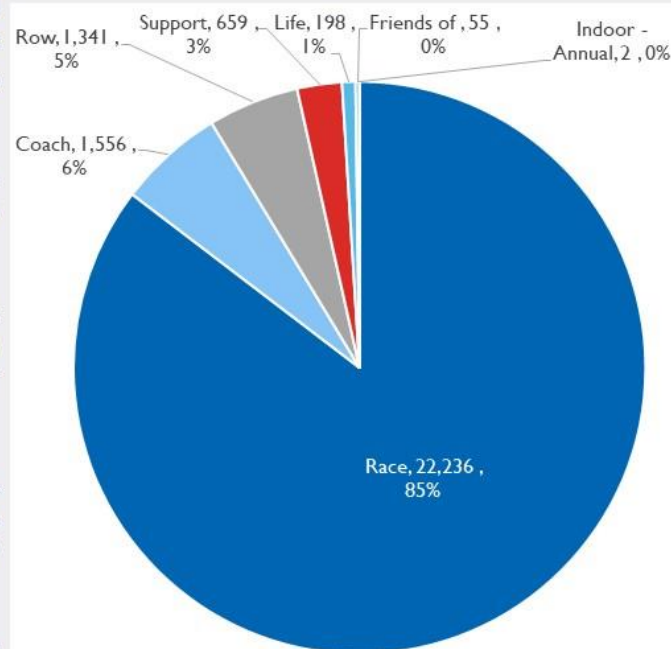
ROW memberships decreased by 48% (-1,238) compared to June 2019. There are 1,339 remaining memberships of this type. There are 546 (40.7%) female and 795 (59.3%) male ROW memberships.

There was a 21.3% (-421) decrease in COACH memberships compared to June last year. The total number of COACH memberships is 1,556 of which 477 (30.7%) are female and 1,079 (69.3%) are male. This type has the poorest gender split of all types.

SUPPORT memberships make up 2.5% of all memberships with 659 memberships. This is made up of 223 (33.8%) females and 436 (66.2%) males. In June 2020, SUPPORT was the only membership type to see an increase compared to this time last year. There was an increase of 53 (8.7%) memberships.

There were no Friends of British Rowing memberships sold in June 2020, leaving the rolling total at 55. Two annual Indoor memberships were sold in June prior to the official release.

June 2020

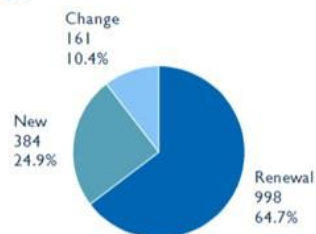


Northern

June 2020

Region	2020	2019	Net Year Change	% Year Change
Northern	1,496	2,124	-628	-29.6%

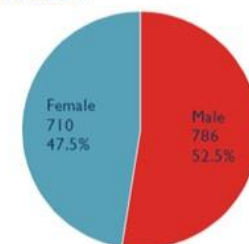
Total Members



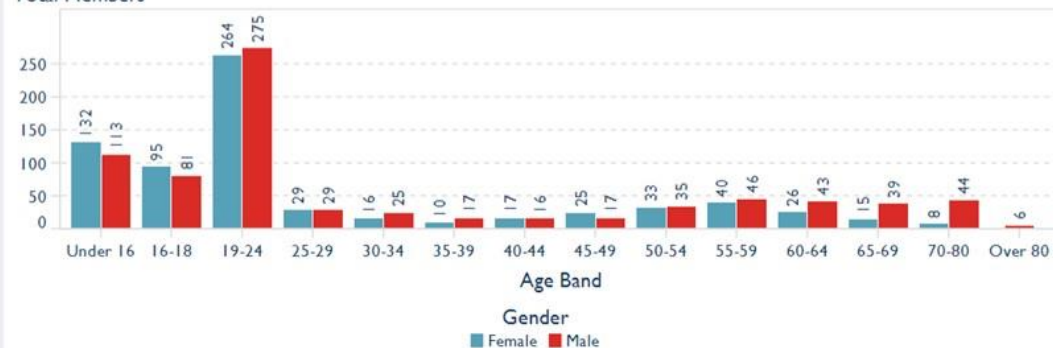
Total Members



Total Members



Total Members



Total Members



Northern

June 2020

Total Members



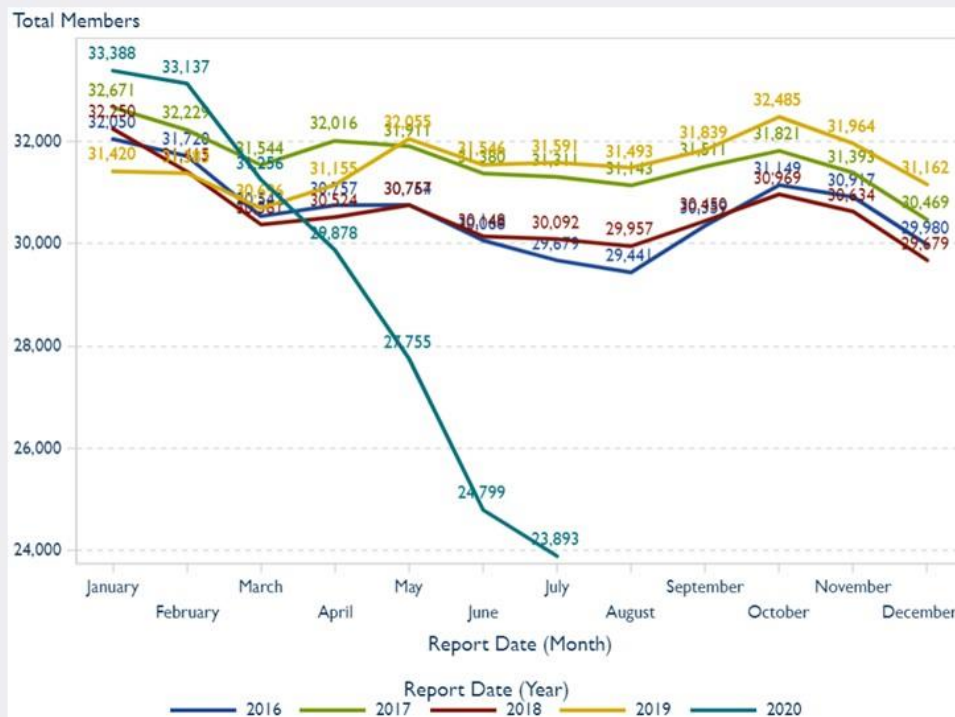
Total Members 2016 to Present

July 2020

We have 23,893 distinct active members as of the end of July 2020. Since 1 August, the phased return to crew boats has begun beginning with pairs and doubles. This will allow less competent individuals who may not feel comfortable in a single scull to return to rowing. The ability to row in a crew boat should allow clubs, schools and universities to operate with more participants. This in turn should see an increase in memberships as lapsed members return to rowing in August and beyond.

The record number of members in July is 31,591 in 2019. After record high values in January and February, Covid-19 has had a detrimental effect on membership numbers.

Return to competition will be vital to re-engage RACE members as they primarily stated that they held a membership solely to be able to compete in British Rowing affiliated competitions.

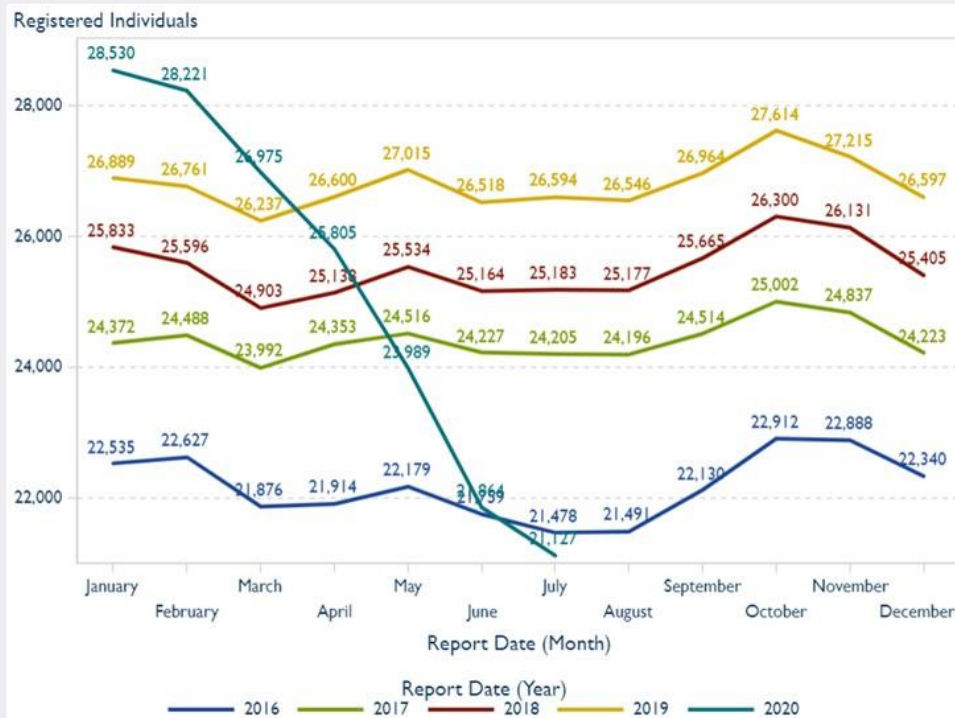


Total Registered Individuals

July 2020

The figure opposite shows the number of British Rowing Registered Individuals. There are 21,127 individuals as of July 2020.

This excludes indoor subscriptions and Friends of British Rowing. Also members in Overseas, Scotland, Wales and Other & Non-BR regions have been excluded.



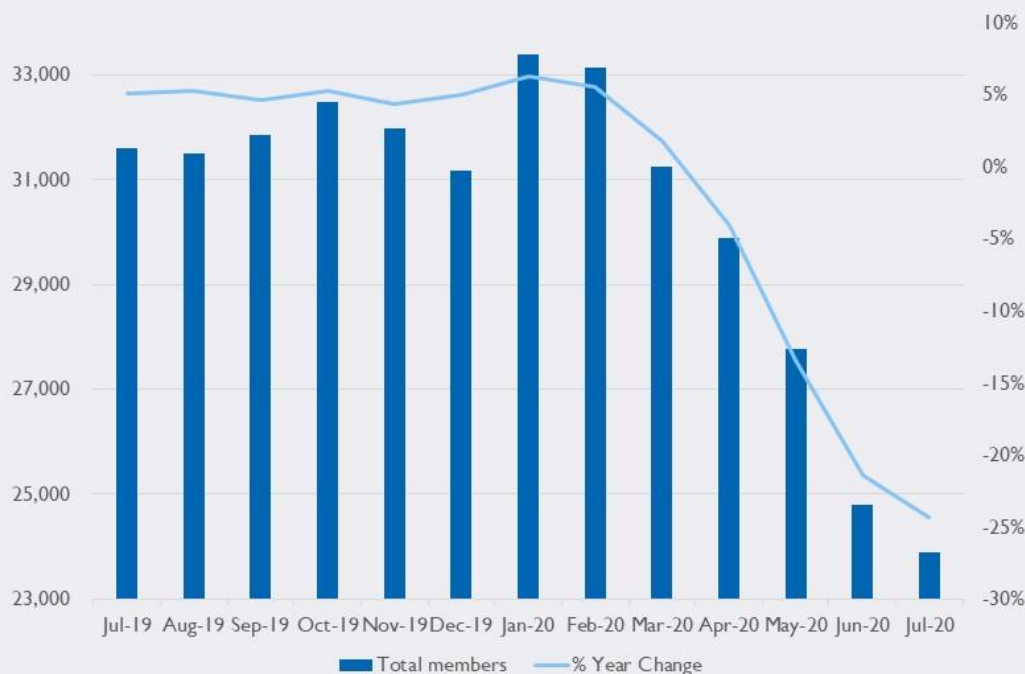
Total Members Yearly Change

July 2020

July 2020	23,893
July 2019	31,591
Net Year Change	-7,698
% Year Change	-24.4%

In July 2020, the number of members decreased by 24.4% compared to the same month last year. This has fallen further compared to the 21.4% year-on-year decrease in June.

Although club rowing has returned, members are still not renewing at the usual rate. This is likely due to competitions being suspended until the end of August meaning there will be no summer regattas in 2020.



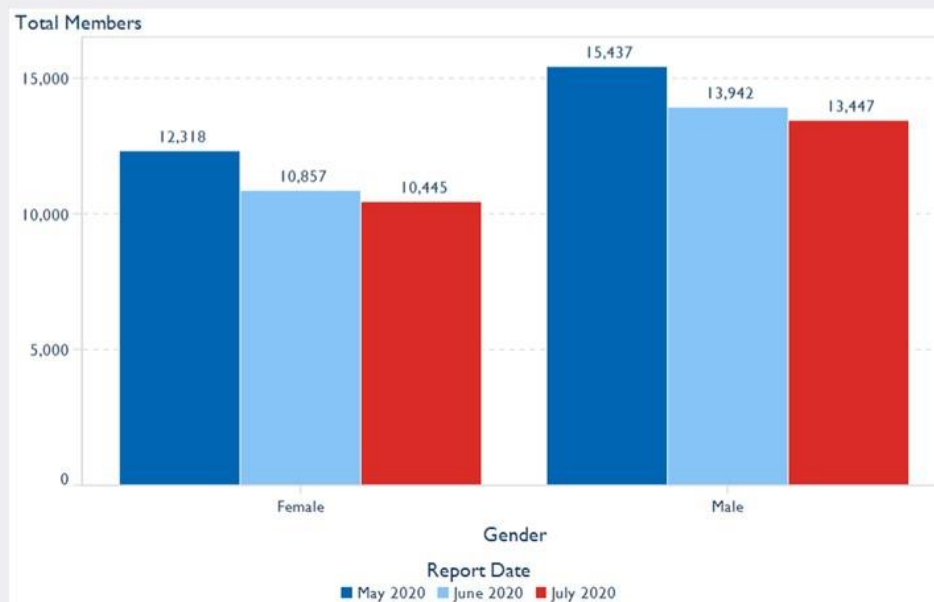
Members by Gender

July 2020

In July 2020, there were 13,447 Male members (56.3%) and 10,445 Female members (43.7%).

Female member numbers have decreased more over the period of Covid-19 restrictions. The monthly changes below show that the fall in memberships are levelling off and becoming more equal between males and females.

	Monthly Net Change			Monthly % Change		
	May-20	Jun-20	Jul-20	May-20	Jun-20	Jul-20
Gender	May-20	Jun-20	Jul-20	May-20	Jun-20	Jul-20
Female	-1,104	-1,461	-412	-8.2%	-11.9%	-3.8%
Male	-1,019	-1,495	-495	-6.2%	-9.7%	-3.6%



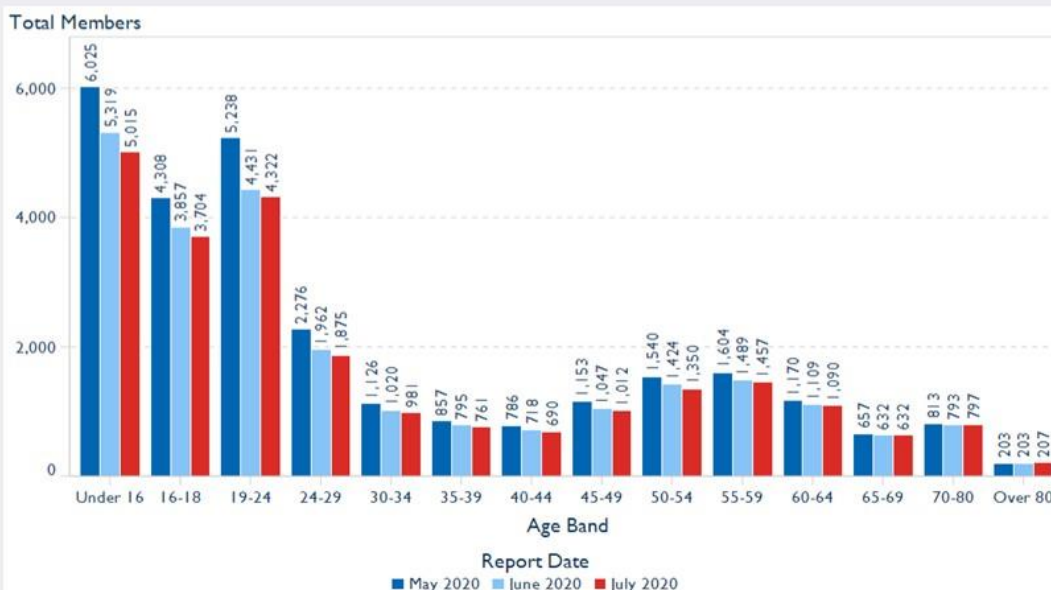
Members by Age Band

July 2020

The Under 16 age group saw the largest percentage decrease in members, this is likely caused by school juniors often having their membership purchased by teachers which will not be occurring when there is no school rowing.

Both the 70-80 and Over 80 age groups saw a small monthly increase in members, a promising sign that some members are renewing now that rowing is restarting.

Age Band	Monthly Net Change			Monthly % Change		
	May-20	Jun-20	Jul-20	May-20	Jun-20	Jul-20
Under 16	-781	-706	-304	-11.5%	-11.7%	-5.7%
16-18	-443	-451	-153	-9.3%	-10.5%	-4.0%
19-24	-229	-806	-109	-4.2%	-15.4%	-2.5%
24-29	-126	-314	-87	-5.2%	-13.8%	-4.4%
30-34	-76	-105	-39	-6.3%	-9.3%	-3.8%
35-39	-62	-62	-34	-6.7%	-7.2%	-4.3%
40-44	-37	-68	-28	-4.5%	-8.7%	-3.9%
45-49	-78	-107	-35	-6.3%	-9.3%	-3.3%
50-54	-116	-116	-74	-7.0%	-7.5%	-5.2%
55-59	-89	-115	-32	-5.3%	-7.2%	-2.1%
60-64	-55	-61	-19	-4.5%	-5.2%	-1.7%
65-69	-13	-25	0	-1.9%	-3.8%	0.0%
70-80	-13	-20	4	-1.6%	-2.5%	0.5%
Over 80	-5	0	4	-2.4%	0.0%	2.0%



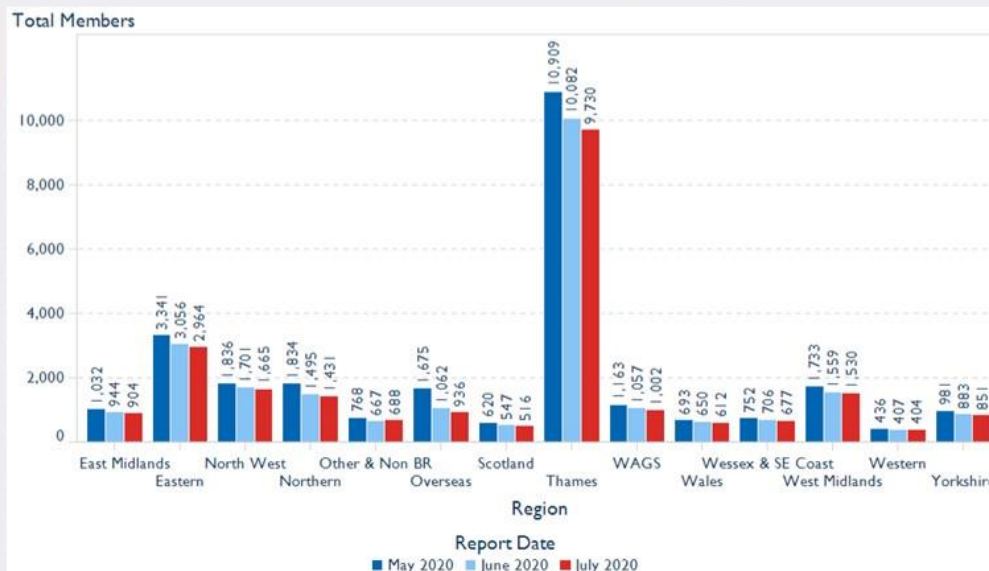
Members by Region

July 2020

The regions that saw the greatest monthly decrease were Overseas, Scotland, WAGS and Wales, all over 5%. In the case of Overseas and Scotland these memberships are usually purchased for racing in BR affiliated competitions, without competitions being held these groups have declined more.

The increase in Other & Non BR is resultant of INDOOR subscribers which will not be linked to a specific region through a primary club.

Region	Monthly Net Change			Monthly % Change		
	May-20	Jun-20	Jul-20	May-20	Jun-20	Jul-20
East Midlands	-76	-88	-40	-6.9%	-8.5%	-4.2%
Eastern	-193	-285	-94	-5.5%	-8.5%	-3.1%
North West	-84	-135	-36	-4.4%	-7.4%	-2.1%
Northern	-165	-339	-65	-8.3%	-18.5%	-4.3%
Other & Non BR	-106	-101	23	-12.2%	-13.2%	3.5%
Overseas	-111	-613	-126	-6.2%	-36.6%	-11.9%
Scotland	-21	-73	-31	-3.3%	-11.8%	-5.7%
Thames	-852	-827	-349	-7.2%	-7.6%	-3.5%
WAGS	-95	-106	-55	-7.6%	-9.1%	-5.2%
Wales	-69	-43	-38	-9.1%	-6.2%	-5.8%
Wessex & SE Coast	-97	-46	-30	-11.4%	-6.1%	-4.2%
West Midlands	-182	-174	-30	-9.5%	-10.0%	-1.9%
Western	-27	-29	-3	-5.8%	-6.7%	-0.7%
Yorkshire	-45	-98	-32	-4.4%	-10.0%	-3.6%



Members by Type

July 2020

With 21,294 memberships (84.7%), RACE makes up the vast majority of all memberships. There are 9,595 female (45.1%) and 11,699 (54.9%) male RACE members, the most equitable of all membership types. RACE memberships fell by 4.3% from June to July.

ROW memberships decreased by 1% (-14) compared to June 2020. There are 1,340 remaining memberships of this type. There are 538 (40.1%) female and 802 (59.9%) male ROW members.

There was a 2.4% (-37) decrease in COACH memberships compared to June this year. The total number of COACH members is 1,525 of which 467 (30.6%) are female and 1,058 (69.4%) are male. This type has the least equal gender split of all types.

SUPPORT memberships make up 2.6% of all memberships with 655 memberships. This is made up of 221 (33.7%) females and 434 (66.3%) males. In July 2020, SUPPORT memberships only decreased by 0.6% from June.

There were no Friends of British Rowing memberships sold in July 2020, leaving the rolling total at 55.

