



NEW BR MEMBERSHIP OFFER

Presentation Sport Committee – 28 April 2022

TEAMWORK | OPEN TO ALL | COMMITMENT

Membership Strategy

“Signing up to British Rowing should be easy, and something that everyone with an association in the sport should want to do. We aim to be clear about where and how we add value, with membership benefits that resonate with the rowing community that are explained in simple terms, to allow clubs to explain easily to members why they should join. Membership of British Rowing needs to be about facilitating and enhancing people's enjoyment of the sport while also giving them a sense of belonging, rather than being seen as a tax that allows them to race.”

Why change the current offer?

Participation focused, closed off

“We can’t keep adding products which are identical and stick a different name on them whilst offering the same benefits.”

Membership can no longer be entirely focused on participation or benefits just for competitive rowers, coaches, volunteers and other people already in the sport. We need to look beyond our current members and understand the needs and wants of casual participants, people new to the sport as well as fans.

As highlighted in the Membership Report produced by Seven League for Sport England in November 2021 current membership models create common challenges for NGB’s:

- Complexity stands out as we offer many different memberships with little difference in the benefits.
- The perception is that membership feels more like a tax on racing.
- Benefits like insurance and access to competitions lack the community aspect of the sport.

Figure 1. Current membership proposition



Feedback from members over the years

The key considerations are based on feedback from the rowing community:

“I haven't looked into it so this may already be offered, I'm not sure but I would be interested in a non-racing membership at a lower cost. It is something I will look into to stay involved in the sport.”

“I have rowed and competed for many years, most recently rowing veteran/masters. I find that the lack of races locally means that my membership fees work out to be very expensive. My Club recognises that as you get older you tend to spend less time using the facilities and as such offer reduced membership fees. I feel that BR should do the same.”

“Provide a low-cost membership for people who can't row but would like to support BR, and with a limited number of racing 'permissions' in the UK every year.”

“Last year, I was a member, and so was my daughter, both living at the same address. I was paying £75 for the membership. My daughter rowed in a BR event once, and I rowed in two, so that was £25 a pop.

“Allow Row members to go to the occasional event by bringing back the Day Ticket. This can easily be done through BROE. You would have to have Row membership to enter so the number of overall members would increase even if some Race members downgraded their subscription.”

Join British Rowing and *enjoy rowing your way*, whatever your involvement or experience of the sport

REGISTER

£0

Register today and stay up to date with the latest rowing news. Read great articles and information tailored to your interests and receive a weekly newsletter – for FREE!

What do you get:

- Two relevant articles to read each week based on your interests
 - Other important rowing news
- A weekly newsletter with a summary of that week in rowing

JOIN

£23.95 / year

Your membership is about supporting the rowing community and giving back to the sport; supporting and advising ALL types of rowers, coaches, umpires and volunteers and investing in getting more people on the water enjoying the sport we all love.

What do you get:

- Everything! Full list on the next slide

YOUR WAY

(£23.95 JOIN) + £1.50 per entry

Enjoy rowing your way by only paying if you race. Enter a competition last minute or fill in for a crewmate and only pay a £1.50 seat fee so you can race whenever it suits you and only pay for that event.

What do you get:

- Flexibility to only pay for what you need
- Conference / Event tickets and other products to follow

MEMBERSHIP PROPOSITION - FULL

In return, by joining we give you..

- Access to a community of like-minded people to connect with (*how do we deliver that?*)
- Expert advice and support for all your rowing needs, whether it be health & wellbeing, nutritional, advice on kit/supplies, coaching tips, launching a boat from the beach and much more. You can choose what you want to hear about (*preference management crucial*)
- Peace of mind and protection by providing rowing liability and personal accident insurance
- Exclusive X% discounts with retailers such as Cotswolds Outdoor for clothing, kit and supplies.
- Exclusive X% discount on personal medical support in case you get injured (*new benefit – to explore?*)
- Access to world-leading coaching courses, webinars, workshops and more via RowHow and other digital platforms
- Development opportunities using the Rower Development Guide
- Access to priority tickets for major rowing events
- Exclusive rates on EA & CRT boat licenses?
- Unlimited access to British Rowing Plus for rowing stories, workouts and advice.
- A way to track your competitive performance (RPI)
- A bi-weekly member newsletter with insider tips, tricks and stories from the community - if you want it - you decide

At less than £2 per month (*£23.95 annual payment) we are here for **beginners who have never been on the water before** all the way through to **experienced competitors**, those who **row on rivers**, as well as those who **row on the coast** or on lakes and **the army of volunteers**, without which, the sport could not function.

We are committed to growing the sport and making rowing fun for everyone, including those who may not want to compete. We will **ensure that you are informed of where your membership contribution goes** and what you have done to support the sport. Why not join our community today and help make Rowing - Everyone's Sport.

Seat Fees

Offering flexibility and a lower cost for people who row competitively

Feedback from current and lapsed members is telling us there is a need for day tickets or at least a lower fee for the adult race membership (currently priced at £60 annually). Membership is literally referred to as a race license which means people stop buying it when they are injured or don't race. We lose the ongoing relationship with those members and subsequently the membership income.

Proposition: pay when you race, not for the year ahead so when you decide not to race no problem and no costs.

How: a new charge will be added in BROE2 that shows the seat fee set by the competition (i.e. £12 for a seat in a 4-) as well the new Pay As You Race Fee at £1.50 per seat / entry.* This will in most cases be paid by the club entry secretary in the first instance and then charged to the individual member so the process would stay exactly the same. We are working out more nuances but the idea is that you only pay when you are on the water so if a competition gets cancelled nobody pays the fee, same for withdrawal etc.

Outcome: membership is not perceived as a tax on racing anymore and more people enter occasional races. This means every member pays for the number of races they enter which is the fairest way of charging for racing. The main benefit of this approach is that British Rowing receives a direct kick back from promoting new and more diverse competition formats. When we take an active role in supporting competition organisers and bringing stakeholders together to create new leagues and competitions the knock-on effect is more people racing and thus more unrestricted income from seat fees with a potential to lower them in the future and invest it back into our clubs and competitions.

Next steps

- **Consultation with the Regional Chairs Forum**
- **Consult with competition organisers, clubs and members (potentially via webinar)**
- **Go / No Go decision based on feedback from consultation rowing community**
- **Finalise project plan**
- **Implementation**
- **Delivery – TBC: between September & December 2022 dependent on best transition window for existing members and technical timelines**

Any feedback please share with me on: marieke.hagemans@britishrowing.org