

Great British RowFest

Information for Clubs

Information for Clubs

When is it?

Saturday August 22nd – Monday August 31st 2015.

What is it?

A 10 day festival of rowing where clubs can open their doors to showcase all that our great clubs have to offer to the local community, including hosting various events.

What do we have to do?

Firstly sign up for the Great British RowFest on the British Rowing website and then download the freely available resources that will help you to promote your club's event (or even events!). Then give people the opportunity to join the Great British RowFest fun at your club!

What do we get out of it?

This is an opportunity to showcase your club and increase the level of engagement within the local community and media. You will have access to free Great British RowFest resources, which will help direct how to optimise the Great British RowFest and encourage new members to become part of our rowing community by signing up as new club members. The week has flexibility to promote your club in whichever way most suits you, so an event could be linked to a club fundraising effort or just a social event.

Why should we be a part of it?

During the 2012 Olympic Games over 33,000 people looked to get involved with rowing and for opportunities at their local rowing club, but many were unable to experience the benefits of a rowing club as not everyone was prepared for the huge level of interest. So, we want to be ready for the next Olympics, whilst also providing another excuse for people to get involved in rowing.

This 10 day event will be small scale in 2015, as a trial run, to inform plans to roll the Great British RowFest out on a larger scale in 2016 with rowing in the shop window of the Rio Olympic and Paralympic Games. This is a great opportunity to be a part of the event from the beginning and give your club a head start on planning for the Rio 2016 buzz!

What sort of events could we run?

- A day or evening of taster sessions on the water or indoors.
- A fun "pub and club" style event.
- BBQ social event.
- Rowing fitness sessions.
- An ergometer/indoor rowing challenge.
- A club tour.
- An event inviting people to watch the Rowing World Championships.

How much does it cost?

Nothing, it is free to sign up!!

How do we get involved?

Contact your Area Participation Manager straight away and keep an eye on our website for more information in the coming weeks.