

HOW WILL OUR SPORT BENEFIT?

The introduction of an individual membership has been designed in response to the challenges facing the sport. This will benefit the governing body, member clubs, gig rowers and our communities by;

- Improving rowing opportunities for all
- Improving communication within the sport
- Heightening the sport's profile, attracting members and sponsors
- Increasing the sustainability of member clubs
- Supporting the expansion of the sport

SERVICES TO INDIVIDUAL MEMBERS WILL INCLUDE:

- Individual membership service benefits including personal liability insurance, discounts, magazines and personal profile of rowing career, achievements and qualifications
- More opportunities to feel part of the gig rowing tribe through membership and new activities
- Improved communications through websites and engaging content across platforms
- Increased media coverage to include competition photography and droning
- New and more diverse rowing experiences including challenges, championships and community events (to include a range of inclusive 'open to all' events) with social off-water elements
- Improved standards for championship race provision (trained officials)
- Development of age/gender categories within the sport and defined pathways for athletes

SERVICES TO CLUBS WILL INCLUDE:

- Improved safety and safeguarding services
- Training for coxswains, coaches and umpires
- Supporting clubs with guidance and training for their own governance and services
- Provide guidance, training and practical support on accessing grant funding and sponsorship plus maximising event income and community fundraising
- Helping clubs to develop, retain and reward volunteers
- Increasing member recruitment figures (and consequently club income) through club recruitment strategies and whole sport recruitment drives
- Supporting junior rowing and recruitment within clubs plus developing junior programmes and competition opportunities at regional and national levels
- Defined pathways for athletes plus more inclusive events and social opportunities for all
- Sport will be secured and more responsive to club needs

THE CPGA (GOVERNING BODY) WILL BENEFIT BY IMPROVING ITS ABILITY TO DELIVER ITS CHARITABLE OBJECTS. IT WILL:

- Oversee and deliver all elements of the sport (memberships, events, communications etc)
- Promote the whole sport, stimulate new clubs and increase individual recruitment
- Secure recognition for the sport (Sport England) and establish pathways for our athletes
- Bring increased investment into the sport through sponsorships, donations and grant funding
- Develop trading income to further invest in the sport
- Maximise the benefits of the sport to individuals, clubs and communities once the sport is secured



FOR MORE INFORMATION VISIT
WWW.CPGA.CO.UK OR WWW.GIGROWER.CO.UK

