

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.



GO ROW INDOOR - DEVELOPMENT CONTEXT



**British Rowing
Modernisation process**

**Strategic plan
2015-2024**

**Innovation Team
established**

**New products & initiatives
to broaden the appeal of the
sport**



STRATEGIC OBJECTIVES



INDOOR ROWING - DEVELOPMENT STRATEGY

Pre 2015

School Games
University Indoor Rowing Series

Traditional approach

Training tool & pathway
to on-water rowing

On water language/ imagery

Limited fitness sector engagement

Post 2015

Go Row Indoor

School Games
University Indoor Rowing Series
British Rowing Indoor Championships

Fitness sector focus

Key rowing discipline

Research/ insight led

Growth via sector collaboration

WHY 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.

The perfect workout

Opportunity to broaden the appeal of rowing and attract new audiences

Accessible to all

Significant growth potential

Benefits the whole sport

Market intervention needed - British Rowing uniquely placed to do this

INDOOR ROWING - THE OPPORTUNITY

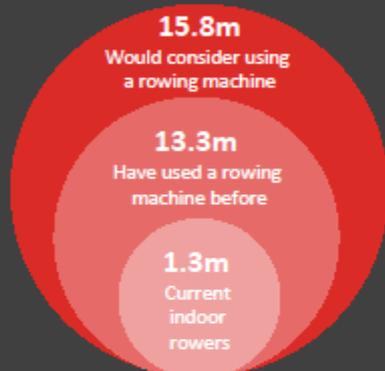


INDOOR ROWING - THE EVIDENCE

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

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	Education	New offers	Technology	Community
Promoting the benefits of indoor rowing and targeting a broader audience with appropriate language/images	Training for fitness professionals and gym goers on good technique and achieving a great workout	Indoor rowing classes that are effective, fun and social, as well as events and other products to add fun and variety	Engaging challenge and tracker apps, leagues, equipment and more	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/

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)

OUR ROLE IN INDOOR ROWING

ROLE

Coherence:
**Bringing industry
partners together**

Experience:
**Addressing barriers to
participation and growth**

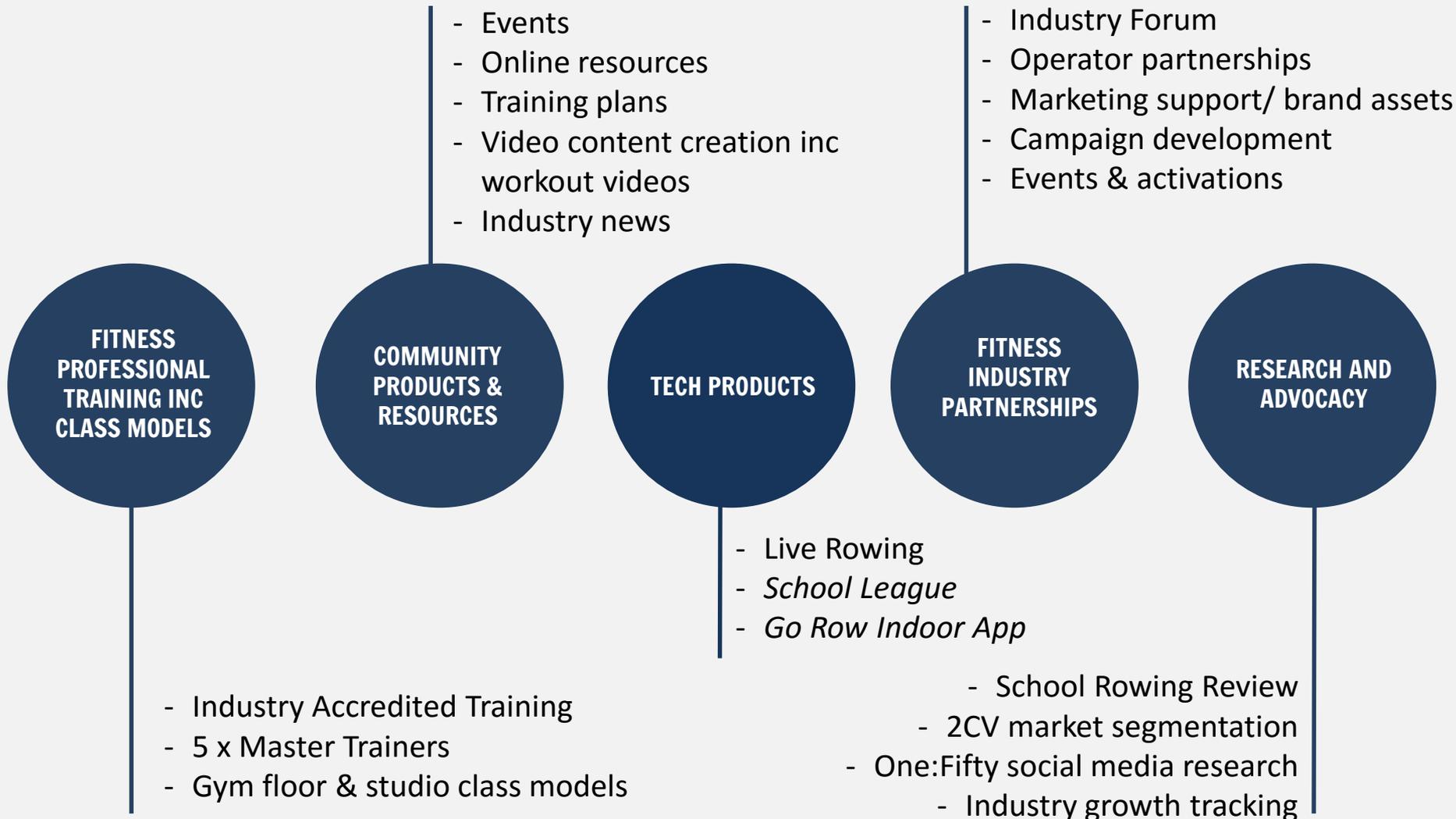
Awareness:
**Providing a collective
voice/ profile that hasn't
previously existed**

VISION OF SUCCESS

**Growth in the
number of indoor
rowers and the
quality of their
experience**

**A generation of
indoor rowers that
feel connected to
the sport**

GO ROW INDOOR PROGRAMME



GO ROW INDOOR PROGRAMME UPDATE

2016 - R&D focus

**2017 - Team, funding, product
development, pilot projects**

2018 - Product roll-out

**Develop a sustainable support
structure by 2021**



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British Rowing's indoor Rowing Programme.



BRITISHROWING

FITNESS PROFESSIONAL TRAINING



GO ROW INDOOR

Workshop Tutor Notes



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Accredited training for fitness professionals

Master Trainer Pool trained

Ongoing work with multiple operators

Industry training partners

Target groups eg AoC Sport

CLASS MODELS



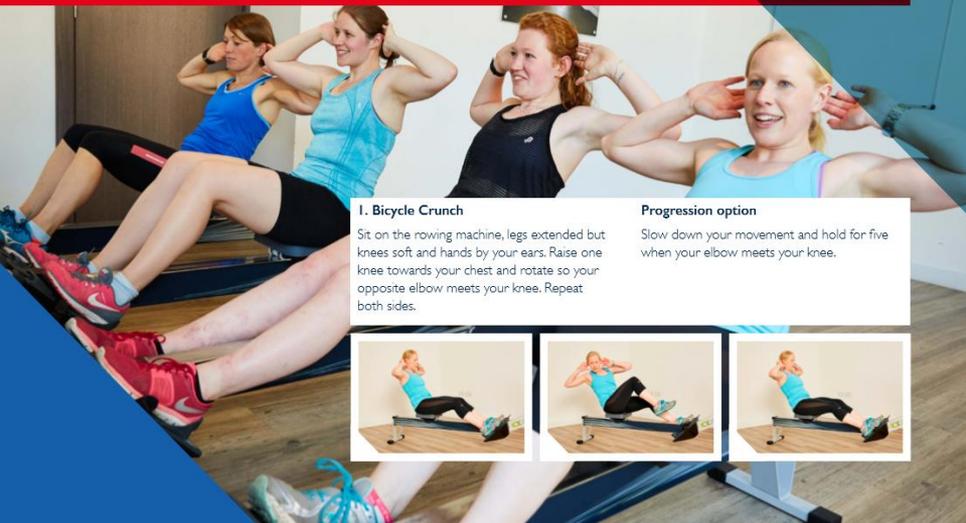
20 & 30 min class models

45 min studio class model

Downloadable
You Tube workout videos

Significant market interest

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.



GYM OPERATOR OFFER



REPS & CIMPSA accredited indoor rowing training workshops for fitness professionals

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

Indoor rowing challenges & tracker apps

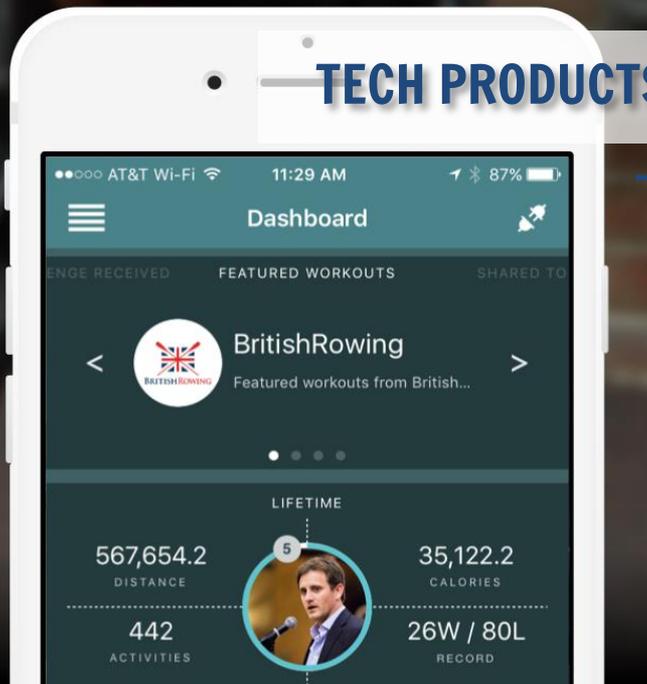
Workout videos, training plans & online content

Marketing materials, brand assets & roll-out support

Ongoing PR & campaign activity

Association with British Rowing

TECH PRODUCTS - LIVE ROWING



Improving the indoor rowing experience

Tracker App

On-screen simulation

Workouts, challenges & league ranking options

Free to download



TECH PRODUCTS - GO ROW INDOOR APP



Gamification of indoor rowing

Unique product - broad appeal across market segments

Perfect 'first step into indoor rowing' product

App in development for roll-out in 2018



TECH PRODUCTS - ONLINE SCHOOL LEAGUE



In development

School focus

Closed communities

Aligned to school rowing strategy

ROWING



ROWING

Spirit of the Games: Excellence through competition – how does your sport exemplify these values?

 Encouraging people to have dedication to, and enthusiasm for the sport.

 Respecting team-mates and peers throughout the competition, exemplified during the Olympic and Paralympic Games.

 Advocating honesty and fair play throughout the competition structure.

 Promoting self belief and motivation through individual aspects of competition.

 Achieving more and working as part of a team for overall points awards or relay races. Indoor rowing is the ultimate team sport.

 In the last 200m of a race, being determined to give it your all until you cross the finish line.

What are the benefits of playing your sport?

Indoor rowing is a low impact way to develop fitness and to stay active. Both individual performance and teamwork are prominent throughout the sport. Development of skill, determination, focus, and drive provide reward and feedback opportunities. Regular exercise, fun and camaraderie all contribute to general well-being and good health.

Why is it easy to run competitions in your sport?

Once schools have set up their indoor rowing machines, indoor rowing competitions can be run easily using minimal equipment. It is possible to project real-time racing onto a big screen, providing indoor rowing with a high visual impact; spectators can see how their teams are progressing which encourages team spirit and friendly competition.

Priority competitions:

Name of the competition: Go-Race Indoors – Sports Hall Rowing Regatta. The ambition is to have local school/cluster/area events that provide opportunity for regular competition e.g. mini leagues or festivals providing round robin opportunities and depth of competition e.g. A/B/C teams leading to a county final rather than just a one off county event.

Age group: Male/female/mixed events inclusive of those pupils with a disability – secondary age only.

What level/location: The event will be run at school sites. At Level 2 our priority will be for young people achieving greater than 80 per cent gold medal times from Level 1 events. The event is run preferably by schools with British Rowing support (some free training courses are available from BR).

Who can run it? Entry is arranged through a local organiser agreed with British Rowing with SGO support.

How to enter it: Level 2 local events take place in December/January/February.

When does it take place? Attend County final Level 3 event and onwards to the National Junior Indoor Rowing Championships (NIJRC). The next progression would be to join a water rowing club.

Next steps after this competition:

What should schools do if they want to cater for Years 3 and 4?

British Rowing promotes indoor rowing for children in secondary school. For younger children, multi-sport activities improve the fundamentals of movement which will be useful to all sporting activities in later life. Primary Change4Life is targeted at Years 3 and 4, it adopts a multi-skill approach and underpins the School Games.

Young Leader/Officials courses/qualifications available:

The 'Junior Indoor Rowing Leaders Award' is available through British Rowing and provides the starting point for further sports leadership qualifications. The course promotes teaching good technique for the sport and gives advice on how to run successful events. 'Indoor Rowing for Young People' (IR4YP) is another programme offered by British Rowing to provide training on how to deliver high quality sessions using an indoor rowing machine.

COMMUNITY & CONTENT

Industry Partners

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



Role of British Rowing Training for Fitness Professionals Become a Go Row Indoor Club Industry Resources



Find out more about how we can work with you.

Become a British Rowing accredited indoor rowing

Find out more about our Go Row Indoor Club model

Industry research, insight, future trends and more.

BEGINNER TRAINING PLAN

<p>Week 1</p> <p>Aim: Get used to being on the rowing machine, develop technique (posture, stroke rate, sequence and control) and build base fitness.</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, 1 min rest, repeat 3 times.</p> <p>Rowing bases: Combine with a 10 min jog / walk + 1 min on / 1 min off.</p>	<p>Week 2</p> <p>Aim: Increase the time you exercise and focus on using good technique. Think about rowing smoothly with a focus on the powerful drive, then with 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, 1 min rest, repeat 3 times.</p> <p>Rowing bases: Combine with 10 min jog / walk + 1 min on / 1 min off.</p>	<p>Week 3</p> <p>Aim: Further increase exercise time, work at a higher intensity, work for continuous 10 stroke intervals and get other rowing for longer durations.</p> <p>Session 1: 3:00m at medium intensity, 2 min rest, repeat 3 times. Total time for each 3:00m.</p> <p>Session 2: 10 min row with 10 x 3 min at low intensity, repeat 3 times.</p> <p>Rowing bases: Combine with 20 min jog / walk + 1 min on / 1 min off.</p>	<p>Week 4</p> <p>Aim: Increase the amount of medium intensity work and change the focus of the exercise, get time in the harder you work. The harder you work, the quicker you finish. Focus on technique control.</p> <p>Session 1: 3:00m row at medium intensity, 3 min rest, repeat 3 times.</p> <p>Session 2: 10 min row + 3 min low intensity, 3 min medium, 3 min low, 3 min medium, 3 min low.</p> <p>Rowing bases: Combine with 20 min jog / walk + 1 min on / 1 min off.</p>	<p>Week 5</p> <p>Aim: Row comfortably with the current level of exercise and complete your first 2000m at medium intensity.</p> <p>Session 1: 20 stroke interval at low intensity followed by a 10 stroke burst at medium intensity, repeat 3 times.</p> <p>Session 2: 2000m row, take the time to work out an extra 200m plus 50m to add against the time for the 4 x 500m exercise you did (Week 3) and 20 seconds and stroke to 4. For example: 2:30 + 2:40 + 2:40 + 2:38 = 10:28. Interval pace = 2:42 per 500m.</p> <p>Rowing bases: Combine with 20 min jog / walk + 1 min on / 1 min off.</p>
<p>Week 6</p> <p>Aim: Introduce some short bursts of high intensity to keep heart fitness and skills in rowing shape.</p> <p>Session 1: 1 min row at high intensity, 1 min rest, repeat 4 times.</p> <p>Session 2: 3:00m at medium intensity, 2 min rest, repeat 4 times. Take the time and look for an improvement over week 3 times.</p> <p>Rowing bases: Combine with 20 min jog / walk + 1 min on / 1 min off.</p>	<p>Week 7</p> <p>Aim: Introduce varied workouts and focus on controlling technique when pushing yourself. Can you maintain good rowing technique when tired?</p> <p>Session 1: 1:00m row at medium intensity (easy after meals), include a 10 stroke high intensity burst, 3 min rest, repeat 3 times.</p> <p>Session 2: 10 min row (5 min low intensity, 2 min medium, 1 min high, 2 min medium, 2 min low), 1 min rest, repeat 3 times.</p> <p>Rowing bases: Combine with 20 min jog / walk + 1 min on / 1 min off.</p>	<p>Week 8</p> <p>Aim: Focus on a powerful drive and also on recovery time, see what 200m requires to reach 2 and 4'.</p> <p>Session 1: 3 min row at medium intensity, 1 min rest, repeat 3 times.</p> <p>Session 2: 200m row at medium intensity, 200m at medium, 200m at high, 2 min rest = 10 min.</p> <p>Rowing bases: Combine with 20 min jog / walk + 1 min on / 1 min off.</p>	<p>Congratulations on successfully completing the 8 week training plan.</p> <p>Now it is time to do a 2000m row and celebrate your improvement in:</p> <ul style="list-style-type: none"> Technique Consistency in rate and split Overall time. <p>You should now feel ready to take on your next rowing challenge!</p>	

In-gym resources

Online resources - training plans, workout videos +++

E-newsletter/ membership offer

Tailored messaging

Social media strategy

WORKOUT VIDEOS

5 SECONDS LEFT



INTERVAL 1

INTENSITY

1 2 3

2

EVENTS



City Centre Activations

BRIC

World Games



NJIRC

Regional Events

Q. Indoor rowing seems to be higher profile than ever but the rowing machines in our gym have low utilisation relative to other kit. How are other gyms getting more people involved in indoor rowing?

Freddie Mason, Great Yarmouth



Eric Kent, Indoor Rowing Master Trainer for British Rowing, answers:

It's true, we have seen an increase in the profile of indoor rowing as more and more people begin to recognise it as a great way to get fit and stay fit. A large proportion of trainers, including myself, believe that the rowing machines are the single most effective piece of kit in the gym for those looking for a complete body work-out. However, in the past we know that indoor rowing has suffered from a poor image and lack of education, resulting in many gym users opting to use other pieces of cardio equipment when they workout.

For gyms to utilise the indoor rowing machines they already have, 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 has new 20, 30 and 45-minute class models to sup

Double indoor rowing participation aim from @BritishRowing #getfit2017 #getfit #rowing @PromotePR #gymsession #go4it ow.ly/BVtd306TeDz



of whom walk past a rowing machine on a reg investing in promoting the benefits of indoor r marketplace, we believe we can double the nu rowers in the next five years - and create a gel

Indoor rowing participation

With a goal to double participation in indoor rowing in the next five years, British Rowing has appointed Promote PR to help raise the profile of their new indoor rowing strategy, 'Go Row Indoor'.



participation with effective communication campaigns made them the ideal agency for British Rowing."



The launch of the rowing class models Trainers, instructor leagues, charity cam events, along with the trade and consumer awareness campaign. For more information about the initiative visit: <https://www.britishrowing.org/indoor-rowing/>

Winter 2017

ST WORD

BY NUMBERS

Follow us on Twitter @SAP, Pro and @camps

This issue... Indoor rowing

With the great British weather, maybe it's no surprise indoor rowing is becoming increasingly popular

168,200 adults (6+) in England indoor row 11 months for at least 30 minutes

1,500 people took part in the British Rowing Indoor Championships (BRIC) in December 2016

18,000 school children 13-18 years also participate in indoor rowing as part of the School Games

Around 50% only row indoors

Total participation in indoor rowing each year - 186,000

336,100 British Rowing aims to double the number of indoor rowers aged 16+ in the next five years to 336,100

Sporting quote

"Success to me is about training but the next level down is achieving the best that you can with your ability"

PROFILE

Industry PR Campaign

Consumer PR Campaign

Industry Awards

Promotional events

Gym Owner Monthly Magazine
19 January at 10:43



Sports / Fitness / Active Leisure

RESEARCH & ADVOCACY

Introducing our Personal Goal Seekers

"My motivation for exercise is largely driven by working towards a challenge or event. Competing against others is enjoyable but I don't rely on them to be motivated. I also love tracking my performance with new tech and apps."

Proportion: 15% | Size: 2.3m



FITNESS AND INDOOR ROWING BEHAVIOURS

- Their exercise frequency is high (second highest of all segments)
- Exercise alone or with others: Internal motivation driven by upcoming challenges / events
- Lower access and confidence on the rowing machine
- Few current indoor rowers (8%) – more likely to be lapsed (73%) or non (15%)

MOTIVATIONS TO EXERCISE

- To challenge myself**
 - Exercise when aiming to complete a specific sporting event / challenge
 - Like competition but not reliant on others for motivation
- Physical benefits**
 - Want to see visible / physical results
- Mental benefits**
 - Looking to relieve stress and tension – want to feel strong mentally

WHAT THEY WANT FROM FITNESS PROVISION

- To be set challenges** (e.g. challenge to row The Channel)
- To push themselves** (e.g. challenge to beat their PBs)
- To track their performance & compete** (e.g. seeing results)
- Social environment** (To become part of a sporting community)

TOP SPORTS PLAYED (PAST 3 MONTHS)

Sport	Proportion	Count
Running	31%	189
Group classes	35%	130
Football	36%	124
Gym Training	38%	78
Swimming	39%	100
Cycling	41%	98

WHAT STOPS THEM INDOOR ROWING

- "It's boring"
- "It's too repetitive"
- "Prefer other forms of exercise"
- "Get benefits I need from other activities"

Introducing our Competitive Rivals

"I play a lot of team and 1v1 sports – I love the competition and feeling challenged! I enjoy using the weights but struggle to maintain routine as I'm reliant on others to motivate me, which is why I've signed up to personal training in the past."

Proportion: 29% | Size: 4.6m



FITNESS AND INDOOR ROWING BEHAVIOURS

- Their exercise frequency is average (vs. other segments)
- They prefer to exercise with others, rather than alone
- This segment has lower access and confidence on the rowing machines
- Below average levels for current indoor rowers (12%) – majority are lapsed (71%)

MOTIVATIONS TO EXERCISE

- To compete against others**
 - Struggle to have an exercise routine – heavily reliant on competing with others for motivation
- Working towards an event / goal**
 - Train for sporting events or if I'm trying to get toned / lose weight
- Because I feel like I should**
 - Enables me to eat what I want and keep my body in decent shape

WHAT THEY WANT FROM FITNESS PROVISION

- Competition with others** (e.g. team based or head to head challenges)
- Flexibility and variety** (Range of activities they can fit around their lives, on their terms)
- To track their performance & compete** (e.g. seeing results)
- Set goals to work towards** (e.g. weight loss or burning a number of calories)

TOP SPORTS PLAYED (PAST 3 MONTHS)

Sport	Proportion	Count
Running	32%	93
Badminton	34%	155
Gym Training	39%	80
Football	48%	106
Cycling	50%	119

WHAT STOPS THEM INDOOR ROWING

- "Prefer other forms of exercise"
- "It's not competitive enough"
- "Worried about injuring myself"
- "It's painful to use"

Market segmentation

Social media research

School Rowing Review

Diversity & Inclusion



ONE / FIFTY



INDUSTRY FORUM

GO ROW INDOOR

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#GOROWINDOOR

British Rowing's indoor Rowing Programme.

An opportunity to bring industry partners together; share research and insight; discuss and get feedback on new campaigns, products and innovations; whilst also informing the future direction of British Rowing's indoor rowing activities.

Industry update workshops

+

Networking forum

+

Regular communication
& updates



FOR MORE INFORMATION CONTACT:

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