

Rowing THE SPORT





Partnership Opportunities

Rowing the Sport

Rowing club members love the sport for lots of different reasons but for many, being part of a community is the most important.

Think inclusion

Think camaraderie

Think health and well-being.

British Rowing

Rowing still maintains huge popularity in the UK. Around 377,000 people actively participate in rowing regularly in the UK.

Part of the mass appeal of rowing is down to the success of British rowers in the Olympics, such as Steve Redgrave who won an incredible 5 Olympic Gold Medals in 5 consecutive Olympic Games between 1984 and 2000.



BRITISHROWING

The national governing body for rowing is British Rowing.

No other sport has shown such remarkable results in transforming the lives of young people, that would otherwise have no outlet to genuinely improve their lives and future prospects.

Passion **not** *fashion*

Tangible benefits from All Aboard Youth Rowing's bespoke programmes.

Currently operational through 6 rowing clubs in North West, 36 state secondary schools, National Junior Indoor Rowing Championships in London.

400 pupils (90% from pupil premium register) Indigenous Clubs circa 1,000 members.

Join the journey

Our journey across waters has real momentum.
Throughout the North West and beyond.

Warrington @ Warrington Rowing Club

Northwich @ Northwich Rowing Club

Halton @ Runcorn Rowing Club

Merseyside @ Liverpool Victoria Rowing Club

Salford, Greater Manchester @ Agecroft Rowing Club

Leek @ North Staffs Rowing Club





Partnerships

Niche marketing in growing programmes and activities. Exposure of brand from Club-oriented catchments, Regional to National focus.

Not prescriptive in approach but portfolio of activations to ensure sensible return on investment, be that marketing/new business, Corporate Social Responsibility (CSR) or Environmental, Social and Governance (ESG) plans.

What we guarantee?



"The rowing programme has had a significant impact on all students but in particular one student who suffered with low self esteem, confidence and struggled with anxiety at school. After taking part in the programme for the academic year the student has experience a range of opportunities and successes that has improve their confidence, self esteem and resource their anxieties. The programme has developed their understanding of sport with a different opportunity and perspective. It has developed her technical and leadership skills. This has had a huge positive impact on this students school and social life."

"Participating in the Rowing program has had a transformative impact on one young person in the group. They have developed remarkable discipline and a strong sense of teamwork. The physical and mental challenges of rowing have significantly boosted their self-confidence, leading to improved performance in both academic and social settings. This experience has opened new opportunities for personal growth and future ambitions."

"I have watched the students increase their confidence, team work and rowing skills. It gives them the opportunity to learn away from the school setting and thrive."







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