

TEIGN SCULLERS – 2025 to 2028 plan

1. Current Situation

Teign Scullers, the fine boat and coastal rowing section of River Teign Rowing Club, stands at an exciting point of growth and opportunity. With increasing interest in both coastal and fine boat rowing among members and an established and committed team making up the committee the section is well-positioned to evolve. With changes in leadership at RTRC, Teign Scullers has the opportunity to purchase much needed equipment and focus on delivering a section plan based on feedback from our members survey. By focusing on updating equipment, nurturing our members, enhancing coaching, and fostering community partnerships Teign Scullers can confidently chart a course for sustainable development over the next three years.

Club Overview:

- Teign Scullers is an inclusive coastal and fine boat rowing club, catering predominantly to people who want to row for enjoyment and fitness rather than elite competition.
- The opportunity for competition in both fine boats and coastal boats is there for those interested in racing.
- Membership is primarily made up of rowers over 45.
- Interest is predominantly in coastal rowing with some interest in fine boat rowing.
- Our boat storage is all outside, split between two sites – Coombe Cellars (fine boats) and Gales Hill (coastal boats).
- Neither Teign Scullers nor the wider RTRC club have a club house.

Vision:

- To maintain inclusivity while expanding opportunities for members to enjoy both coastal and fine boat rowing.
- To continue to grow participation in The Coastal Rowing League.
- To encourage more participation in WEARA fine boat regattas and head races.
- To have a rolling investment plan for boat, trailer and other equipment.
- To support cox development to enable increased number of outings and provide more focused coaching.

SWOT Analysis (from survey and club assessment):

- **Strengths:**
 - o High member satisfaction as shown in recent member survey (2024).
 - o An established and regular 'learn to row' programme.
 - o Coastal rowing appeals to a wide audience (both due to access to water and boats being easier to row).
 - o Well-established coastal league that our members participate in.
 - o Committed committee members and other key volunteers.
- **Weaknesses:**
 - o Equipment dissatisfaction (54% unhappy) because of ageing or outdated equipment.
 - o Limited fine boat rowing because of tides and conditions.
 - o No club house.
- **Opportunities:**
 - o Expansion of fine boat offerings (more sculling and sweep).
 - o Capitalise on growing popularity of coastal rowing at a global level.
 - o Strong demand for more social rowing.
 - o Support of RTRC committee.
- **Threats:**
 - o Lack of member engagement – if equipment, outing, coaching needs aren't addressed.
 - o Lack of racing capabilities because of ageing equipment.

2. Where Do We Want to Be in 3 Years?

Vision for 2028:

- **Equipment and Facilities:** Teign Scullers will have invested in newer, more competitive coastal quads and doubles, as well as assessed the type and condition of the club's fine boats to meet members' needs.
- **Stronger Community Engagement:** Develop relationships with local businesses to sponsor boats and other essential equipment to help with replacement plan.
- **Membership Investment:** Retain and engage the current member base by focusing on their interests (e.g., social rowing and club outings). Continue to run an annual 'learn to row' programme to attract new members. Invest in cox/coach development.

Goals:

1. Purchase new coastal equipment by end of year 1 (road trailer, coastal quad and launching trolley)
 2. Purchase a new coastal double and launching trolley by end of year 2.
 3. Grow number of fine boat club participants by 15% over the next three years.
 4. Develop a sustainable and ongoing equipment replacement plan.
 5. Develop a series of coaching plans that coxes can use to coach their crews.
 6. Develop cox and coaching support (including coaching plans, coaching training opportunities, new cox mentorship, race cox training/support)
 7. Offer 2 club-wide coaching weekends per year to engage members.
 8. Achieve over 90% member satisfaction rate by Year 3 through improvements in equipment, training, and social offerings. (2024 survey – 46% satisfied with equipment, 87% satisfied with their club membership)
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3. How Are We Going to Get There?

Equipment Development:

- **Short-Term (Year 1):**
 - Prioritize the purchase of 1 x coastal quad and road trailer. Explore funding options (grants and donations).
 - Perform an audit of current equipment and assess the condition of each boat to prioritize repairs/maintenance/replacement (Red/amber/green).
- **Medium-Term (Year 2 and 3):**
 - Continue acquiring new boats (including coastal double) where needed and replace any outdated or unsafe equipment.
 - Explore boats that cater to competitive and leisure rowing, balancing the interest of racing and recreational members.
- **Long-Term (Year 3):**
 - Evaluate equipment position at end of this 3 year plan and develop new 3 year plan.

Membership Engagement:

- **Short-Term (Year 1):**
 - Host regular social events and informal rowing days to build camaraderie.
 - Run the annual 'Learn to Row' course to attract new members.
 - Offer intermediate/consolidation sessions for members who have completed the learn to row course to improve their technique and confidence.
- **Medium-Term (Year 2):**
 - Organize at least two training weekends per year to develop members skills and technique.
 - Organize at least two social rows per year to strengthen relationships and promote participation.
- **Long-Term (Year 3):**
 - Establish mentorship programs where experienced members guide newcomers and help integrate new members into the club.
 - Foster a sense of belonging and community to ensure retention through social events.

Coaching and Member Development:

- **Short-Term (Year 1):**
 - Provide outing coaching plans that coxes can use to help develop crews
 - Establish a coxes group via whatsapp to share experiences and build knowledge
 - Coxes in person meet up twice a year to share experience and build knowledge
- **Medium- LongTerm (Year 2 and 3):**
 - Buddy up new coxes with more experienced coxes/coaches to help build their coaching skills
 - Encourage members/coxes to do coaching course and direct them to online resources.

Community Engagement & Partnerships:

- **Short-Term (Year 1):**
 - Explore local funding options, sponsorships, and community partnerships to boost financial support.
 - **Medium-Long Term (Year 2 and 3):**
 - Develop partnerships with other coastal rowing clubs to share resources, experiences, and ideas.
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4. Monitoring and Evaluation

To track progress and ensure the plan stays on course, regular evaluations are necessary.

Key Metrics:

- **Equipment Investment:** Monitor the boat replacement and repair budget yearly to ensure financial goals are being met.
 - **Member Satisfaction:** Conduct survey at end of 3 year plan to track satisfaction with equipment, facilities, coaching, and social events.
 - **Financial Stability:** Review the financial health of the club annually.
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