



# Go Canoeing for **Clubs and Centres**



explore

challenge

learn

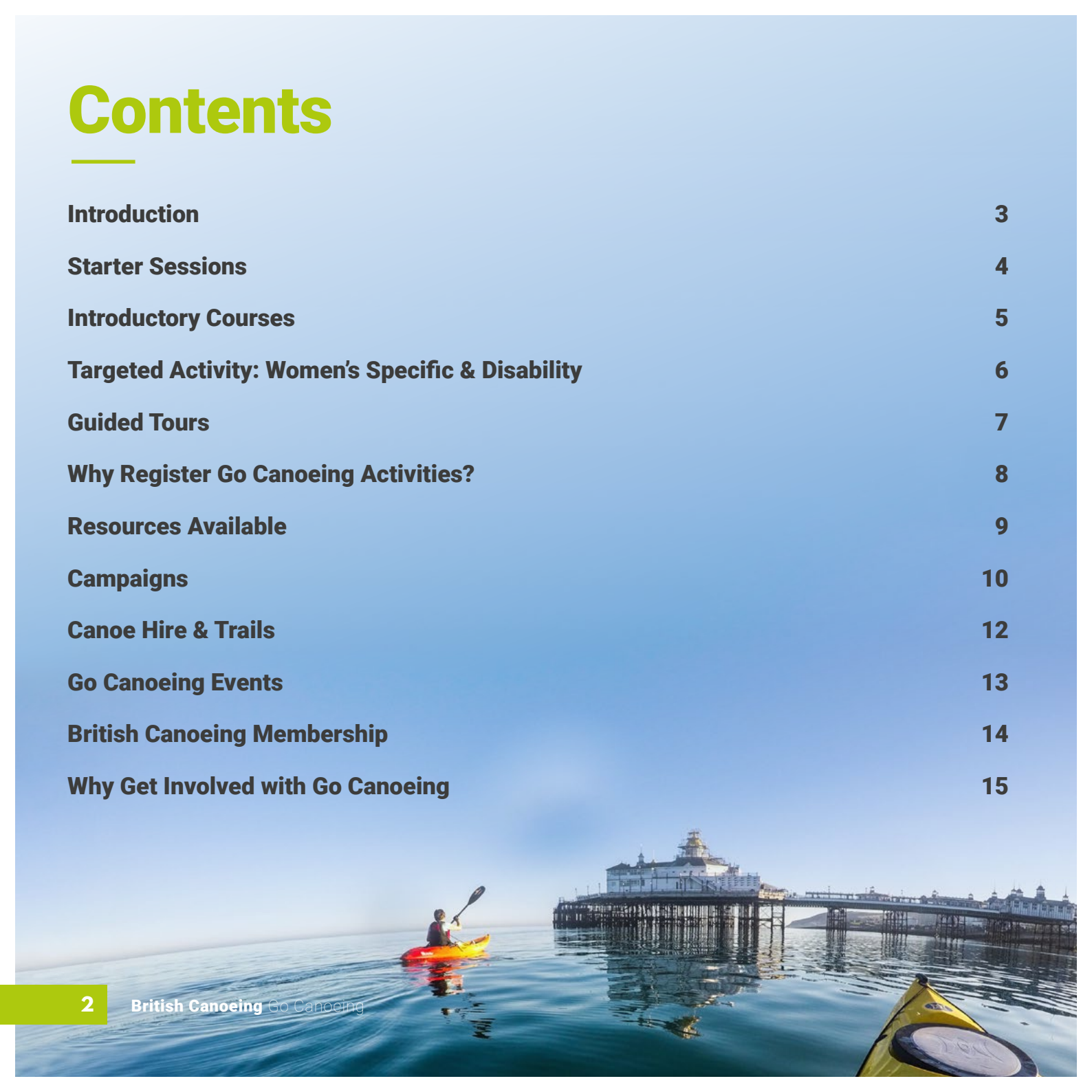
adventure

relax

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# Introduction

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**Introducing new people to paddling is the lifeline to our sport and we are passionate about making this happen. British Canoeing have developed the Go Canoeing programme, specifically aimed at attracting, retaining and inspiring new participants through progressive pathways.**

Clubs and Centres play a vital role in both introducing and nurturing paddler skills and development. Working with and supporting you, Go Canoeing provides a range of offers, free resources and information to help attract new customers and members.

A dedicated section on the British Canoeing website supports the programme at a national level, with localised listings of your activities. Alongside this we run national marketing campaigns to raise awareness and drive people to the website, inspiring them to find out where and how they can get started.

## Did you know?

Any affiliated club or Quality Marked centre can get involved for free by registering Go Canoeing activities with us.

# Starter Sessions

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**Starter Sessions are short introductory sessions, which allow beginners to experience paddling in a fun, relaxed environment. Designed to give a taste of paddling, they can be offered in any type of craft.**

A low cost activity, with around 20 - 90 minutes on the water, they are a great way to encourage people to come to your club or centre for the first time.

These sessions are the perfect opportunity to dispel some of the myths and worries around paddlesport with a positive first experience. They can also be run as group or discipline specialist sessions, such as Women's specific, Paddle-Ability or Stand Up Paddleboard.

Feedback shows that 90% of participants enjoy their session and would like to go paddling again. If you are looking to retain participants it is important to consider what your offer is beyond a Starter Session, how easy and attractive is it for people to return?

## Insurance Information

British Canoeing Affiliated Clubs are covered under the British Canoeing Civil Liability Insurance to deliver up to 6 introductory sessions to non-members. After 6 sessions non members must join the club in order to be included in the club liability insurance.





# Introductory Courses

**Once participants have had a first time experience, giving them the chance to progress easily will encourage them to continue within the sport. Running a Go Canoeing introductory course, which is made up of progressional sessions can be an ideal way for you to make them feel more confident on the water.**

The content of these courses can be flexible in order to support the participant's needs and the environment you operate in. Running them over 4-6 sessions is recommended to allow time for participants to consolidate and develop their skills.

The focus of introductory courses is to allow participants to develop their paddling skills in a relaxed and enjoyable environment. Courses can be offered in a range of boat types or a specific craft/discipline dependant on the individual's interests.

Your course could cover skills, knowledge, awareness of other water users, the environment and safety. If you feel participants skills have developed enough, you may wish to consider recognition with the British Canoeing introductory awards\*.

Consider ways to build confidence and make people feel valued and enthused to continue beyond this course. This could be done by simply organising a social event, mini trip or fun challenge. If you are a club look at how you introduce them into a wider club based activity or groups in a supportive way.

\*In 2018 British Canoeing introductory awards include Star awards and Paddlepower. From January 2019 there will be new personal performance recognition awards launched



# Targeted **Activity**

## Women's Specific **Activities**

**Has your organisation taken time to consider how you support and encourage female participation? The current percentage of females participating in our sport is approximately 36%, wouldn't it be great to see this increase?**

Some clubs and centres run women only sessions or groups and find these help to increase female participation. Whether or not you choose or are able to do this there are some key things that can be done to increase female participation.

Giving out clear and detailed information on what to expect when coming to your club or centre is key. Let people know what facilities (toilets, changing etc.) are available and where, what they need to bring and what will be provided, where they will be paddling and who with.

Ensuring female imagery is used in proportion with male imagery on promotional materials and that everyone feels comfortable with and in the equipment you provide are also important factors.

## **Disability**

**Many clubs and centres do fantastic work around supporting paddlers with disabilities into their organisations.**

- Some disabled people want to take part in mainstream activities alongside friends and family, while roughly 1/3 prefer disability specific activities
- Be clear on who the session is for e.g. is it a session for people with visual impairments?
- When promoting your session ensure that disabled people can see it – is it in the places they go?
- Be clear that a range of boats will be available for all abilities
- Give details about parking and access at your venue
- Make it clear that carers and/or family members are also welcome
- Include contact details on any publication so individuals can contact you to talk about their needs

Access the free British Canoeing online 'Introduction to disability awareness' training:

**www.  
britishcanoeing.  
org.uk/e-learning/  
disability/**



# Guided **Tours**

**Key reasons people want to get outside are to explore the natural environment and spend time with family and friends. You know the best bits of your local waterways. Guided Tours are the perfect way to share them.**

Aimed at beginners and paddlers wanting a group experience in a new place, the emphasis is on an interesting, pleasurable trip. Paddlers will rely on you to provide all the equipment needed, as well as enjoying your local knowledge.

A Guided Tour can include basic paddling tips but the focus is on the relaxed, enjoyable experience, being delivered by a qualified leader/coach or recognised competent paddler. Themed tours are particularly popular.

**92% of people**

say they participate in outdoor activity to relax and de-stress.

# Why register Go Canoeing Activities?

We want to support you with being able to promote your activities at both a national and localised level. The more activities happening nationwide the greater impact we can collectively have in bringing new people into our sport.

For 2018 we have introduced a scheme that uses a credit based rewards system, based on the number of activities you are running. Credits can be used to redeem free resources for your activities. The more activities you run that offer clear progressional activities throughout the year the more credits you accumulate.

## Rewards System:

Resource Offer	OR	Number of one off Starter Sessions/ Guided Tours/ Events	OR	Number of progressional introductory sessions (block of 2-3)	OR	Number of progressional introductory sessions (block of 4 or more)
Offer A 11 credits		1-9		1-2		1
Offer B 50 credits		10 – 20		3-5		2
Offer C 100 credits		21 +		6-8		3
Offer D 250 credits		NA		8+		4+

You can only access each offer level once within 2018. You will be credited once you register your activities with the Go Canoeing team. In return for accessing resources we ask that you feedback on the number of participants that take part. This enables us to measure the success of the programme and understand how much activity is going on across England.

## Resources Available:

Credit Value	Resources Available
1 credit	5 Discover the world of paddlesport posters
5 credits	10 Discover the world of paddlesport posters
5 credits	50 Discover the world of paddlesport leaflets
5 credits	50 Starter Session certificates
10 credits	2 Go Canoeing T-shirts
20 credits	4 Go Canoeing T-shirts
20 credits	20 Go Canoeing torch key rings
40 credits	50 Go Canoeing torch key rings
20 credits	10 Go Canoeing drinks bottles
40 credits	20 Go Canoeing drinks bottles
50 credits	A promotional outdoor PVC banner which can be personalised with your club or centre details
50 credits	A promotional indoor display pop up which can be personalised with your club or centre details
250 credits	An inspirational visit to your club or centre from a top level paddler, coach or British Canoeing staff member. The details of this will be arranged with you directly to make the most of the opportunity and will depend on availability.

**T&C's:** Please ensure you register your activities as soon as possible. We have a fixed budget to support this programme and resources will be allocated on a first come first served basis.





# Campaigns

To support the activities you are running we will be running a number of national campaigns at key times of the year to drive traffic to the website and generate interest in the sport.

Campaigns	May			June		
National Go Canoeing Week						
Summer Fun						
World Rivers Day						
Halloween						

July			Aug			Sept			Oct		



## National Go Canoeing Week

Our annual celebration of all things paddlesport. This is a well established week long opportunity for you to get new people into your club or centre. With yearly themes and mileage targets, the week attracts a broad range of new participants. 26th May – 3rd June.



## Summer Fun

Encouraging families to spend their summer on the water, our summer fun campaign will highlight all the exciting sessions and activities available. Summer Fun will also be aimed at a wider audience including staycationers, students and retirees looking for a new hobby.



## World Rivers Day

Join us in bringing a celebration of the worlds rivers to the masses! We love our beautiful waterways and World Rivers Day is the perfect opportunity for us to highlight these treasures to new paddlers. Organising a local river clean up is the perfect way to help.



## Halloween

Spooky paddles are a fangtastic way to get groups of people on the water. Our Halloween campaigns have always been a popular way for people to round off the paddling season. We will be running a creepy campaign to support your spooky sessions.

# Canoe Hire

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**We recognise that lots of people choose paddlesport to explore new places and go touring. Hire gives everyone the chance to head out on the water on their own and enjoy time with family and friends.**

This does not need to be a one off experience. We are keen to develop stronger relationships with canoe hire providers to promote their services and help signpost participants to further opportunities. If you would like to hear more please get in touch.

We are working to develop more canoe trails, particularly on popular stretches of water.

Work with us to create a new canoe trail and earn 50 Go Canoeing resource credits!

**See pages 8 & 9 for full details on credits.**

# Trails

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**Canoe trails are our resource bank of great places to paddle. They consistently prove popular with independent paddlers but they are also useful for clubs and centres planning day trips in their own area or farther afield.**

A new design for trails was launched in 2017 and has raised their profile, with more people paddling them than ever before. We have almost 150 trails already listed but are always looking to expand that number.

Having a trail in your area, on your club or centres favourite bit of water can be a great draw for new and existing paddlers. All you need to do is give us the details and we work it up into our fun trail design.



# Events

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**Events are a perfect way of having fun with existing paddlers or engaging with new ones. They don't have to be a huge undertaking and can be a perfect opportunity for skill progression. Some ideas for events your club or centre could run are:**

## Open Days

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Open your doors to the local community. Show off your club or centre and welcome new people with Starter Sessions and a smile.

## Social Tours

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A relaxed way to bring together lots of different paddlers on an interesting journey. Choose a favourite route or discover somewhere new. Taking a picnic or having a BBQ at the end creates a fantastic social event.

If you are planning any events, let us know so we can support you.

**event.promotion@  
britishcanoeing.org.uk**

## Paddlefests

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Fill a day with fun! Paddlefests are a perfect opportunity to celebrate the variety of the sport and can have a range of activities, races and workshops. Having off the water activities, music and food available can help to give a festival feel and encourage more people to get involved.

## Skill Symposiums

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Sharpen up everyone's skills with a focused day or weekend of skill development workshops. Organising talks and allowing paddlers to share stories and experiences off the water is also a great way to inspire people.

## Challenges

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Plan, train and take on a group challenge. This could be anything from one of the Go Canoeing Challenge Routes to a team relay. Challenges are ideal for getting family and friends who aren't paddlers engaged as support crew.

# British Canoeing Membership

## Which membership is right for your paddlers?

British Canoeing has new membership categories. Including a free sign up category, allowing people to stay up to date and find out information on all the fantastic things they can do within our sport. This is a great way for new paddlers to join the British Canoeing community.

Sign Up	Club Associate	On the Water
<p><b>Fans, Independent Paddlers, Just Getting Started</b></p> <ul style="list-style-type: none"> <li>@ Monthly updates with news, events and activities based on your interests</li> </ul>	<p><b>Club Members</b> Arranged by the club through the affiliation process</p> <ul style="list-style-type: none"> <li>📄 Insurance for club sessions, activities and trips</li> <li>@ Monthly update with news, events, offers and club services</li> <li>🕒 Special offers and discounts</li> </ul>	<p><b>Paddlers and Coaches</b></p> <ul style="list-style-type: none"> <li>📄 Insurance for all paddling</li> <li>📄 Insurance for Coaches and Leaders</li> <li>📄 Great rates on canoe and kayak insurance</li> <li>🌊 Waterways licence</li> <li>@ Monthly newsletters based on your interests</li> <li>📖 Annual subscription offer to Paddler magazine</li> <li>🏆 Access to competitions</li> <li>🎓 Access to Coaching qualifications</li> <li>🕒 Special offers and discounts</li> <li>🗳️ Voting rights at general meetings</li> </ul>
Free	£2.20 Adults, £1.20 Juniors Paid by the Club	£45



# Why get involved with **Go Canoeing**

- Enhance your reputation - be part of a nationally recognised participation scheme, align your organisation with canoeing's governing body.
- Benefit from greater profile – join national marketing campaigns and get your Go Canoeing activities listing on our website.
- Benefit from promotional resources – access Go Canoeing branded promotional resources to promote your activities locally.

## Want to know more?

Email us or pick up the phone,  
we'd love hear from you:

[gocanoeing@](mailto:gocanoeing@britishcanoeing.org.uk)

[britishcanoeing.org.uk](http://britishcanoeing.org.uk)

Tel: 0115 896 8821

[www.britishcanoeing.org.uk/go-canoeing](http://www.britishcanoeing.org.uk/go-canoeing)

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For more information about British Canoeing visit:  
[www.britishcanoeing.org.uk](http://www.britishcanoeing.org.uk)

Or keep up to date with the latest news via our social  
media channels: Follow us on Facebook and Twitter

 @GoCanoeing  @G0Canoeing