

# LOVE ROWING

CHANGING LIVES.  
TOGETHER.



## OUR IMPACT

### Annual Report

1 April 2024–31 March 2025

LOVE  
DOING  
BEING  
JOINING  
LAUGHING  
GROWING  
DISCOVERING  
ENJOYING  
ROWING



March 2025

# Contents

	<b>PAGE</b>
<b>TOTAL IMPACT SO FAR</b>	<b>02</b>
<b>OUR IMPACT 2024-2025</b>	<b>03</b>
<b>INTRODUCTION</b>	<b>04</b>
<b>WHO WE ARE</b>	<b>05</b>
<b>OUR OBJECTIVES &amp; PRIORITIES</b>	<b>05</b>
<b>WHAT WE DO</b>	<b>06</b>
<b>OUR THEORY OF CHANGE</b>	<b>07</b>
<b>IMPACT THROUGH OUR PROJECTS</b>	<b>08 – 13</b>
<b>EXAMPLES OF OUR CURRENT PROJECTS</b>	<b>14</b>
<b>OUR GOALS FOR 2026 – 2027</b>	<b>15</b>
<b>HOW YOU CAN HELP</b>	<b>16</b>



# TOTAL IMPACT SO FAR



**80**  
PROJECTS



**12,669**  
Participants from funded projects



**43**  
Youth/School



**30**  
Adaptive/  
Mixed Ability



**7**  
Community



Facilitation  
& support



**Benefits**

- Independence & freedom
- Mental well being
- Developing resilience
- Boosting self-confidence
- Developing teamwork

“ \_\_\_ \_\_\_ has completely changed in her approach to life since taking up rowing. ”  
Social Worker

LOVE  
DOING  
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ROWING

Love Rowing funded projects across the UK



North Sea

Glasgow Rowing Club

River Ayr

Queen's University Belfast Boat Club

Sunderland Rowing Club

The GORSE Academies Trust

Mersey Rowing Club

Ireland

Dublin

Oulton Broad

City of Swansea Rowing Club

Ebbsfleet Academy

Belgium

Carrick Rowing Club Cornwall



We set ourselves the following goals for 2024-2025:

- Transforming the lives of disabled people and people with long term health conditions through the replication and growth of Mixed Ability Rowing and Row the Rhythm.
- Funding 20 more inclusive and accessible rowing projects
- Benefiting 3000 new participants between April 2024 and March 2025.



# 25

PROJECTS

## MECHANISMS OF CHANGE!

Accessibility & Inclusion  
Confidence & Skill Development  
Community & Connection  
Overcoming Barriers  
Engagement & Progression  
Learning & Sustainable Change

## CHANGING THE FACE OF ROWING

**87%** of projects improved the perception of rowing being an inclusive sport<sup>2</sup>

## ADDITIONAL IMPACT<sup>2</sup>

- 44% of projects reduced social isolation and improved social cohesion
- 39% of projects improved participants' self-confidence and independence
- 35% of projects improved life skills such as teamwork, resilience, self-discipline and leadership

1 - LSEG is an abbreviation for Lower Socio Economic Groups  
2 - Reported by project leads based on their own evaluations  
3 - Not all projects measured "Disability"



**18%**  
Ethnically Diverse Participants



**72%**  
Young People from LSEG<sup>1</sup>



**10%**  
DISABLED PEOPLE<sup>3</sup>



**4**  
ROW THE RHYTHM CLUBS



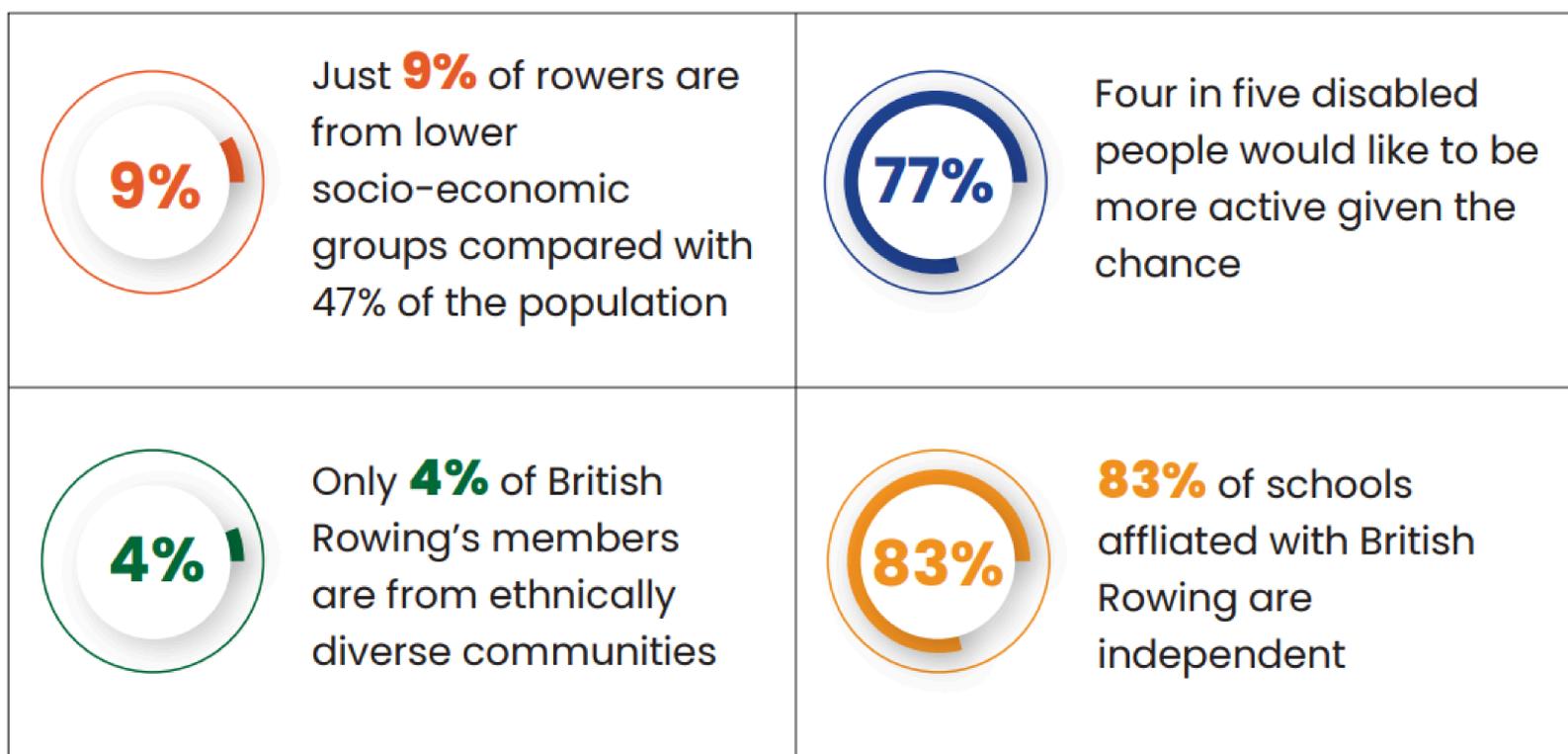
**65%** of projects improved participants' physical and mental health & well being<sup>2</sup>

Love Rowing is delighted to bring you our latest Impact Report. The report highlights the inspirational work of clubs, schools and community organisations, who have been supported by Love Rowing to bring new people into the sport, enabling them to access the physical, mental and social benefits of rowing.

Our goal was to reach 10,000 people from under served communities who would never have taken part in rowing by March 2025. We smashed it! We reached over 12,000 people. But this isn't a numbers game; this report highlights how our projects are improving the perception of rowing as an inclusive sport, and utilising the power of the sport to change people's lives.

## WHY WE EXIST

Love Rowing was launched in 2019 to tackle underrepresentation, break down barriers, and unlock opportunities. Our starting point:



## OUR OPPORTUNITIES



Love Rowing is the British Rowing Charitable Foundation and was launched in December 2019. As at March 2025, Love Rowing is governed by a Board of 11 Trustees. British Rowing are the sole member of Love Rowing. The Board of Trustees compose of a mixture of invaluable experiences, skills and knowledge base that enable the successful governance of the charity.

Love Rowing is a registered charity in England and Wales, and raises funds that support inclusive and accessible projects across the UK. We are a trustee led charity that aims to transform lives through the sport, bringing new diverse communities to rowing. We work with donors, trusts and foundations, delivery partners and volunteers across the UK to make this a reality.



## OUR OBJECTIVES & PRIORITIES

- 1** To transform lives through the benefits that rowing brings.
- 2** We want to bring more people into the sport, prioritising:



Disabled people



Young people from low socio-economic backgrounds



Ethnically diverse communities

- ▶ We provide grants for inclusive and accessible rowing initiatives to rowing clubs, community organisations and schools.
- ▶ We raise funds to create tailored innovative community rowing projects that fit our mission to increase access to the sport for those who would benefit most.
- ▶ We facilitate connections across the rowing community to add value to inclusive and accessible rowing projects.
- ▶ We evaluate, learn, share advice and best practice across our rowing projects.

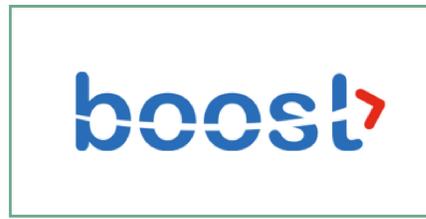


## OUR PARTNERS & SUPPORTERS

Our thanks to our delivery partners and the volunteers who are energised and activated to support Love Rowing to delivery projects, advice and advocate for the charity and assist with fundraising.

Love Rowing is grateful for the support we have received from numerous organisations over the years. A special mention to our partners and supporters who have supported us in the last 12 months shown below.

We are also grateful for small grants given by Glasgow Credit Union, Alpkit and Jazz Apples.



# OUR THEORY OF CHANGE

Inequalities in sport and physical activity create physical health, mental health and social issues, particularly for disabled people, people from low socioeconomic groups and ethnically diverse communities.

Underrepresentation in rowing.



## INPUT

Generate income from: HNWI, corporates, charitable trusts and foundations, fundraising challenges.

Support change through innovation, learning and sharing best practice, and identifying need and developing bespoke activities.

## ACTIVITIES

### Love Rowing Youth

We fund initiatives serving low socioeconomic communities to embed inclusive rowing programmes for young people.

### Love Rowing Adaptive

We fund rowing clubs and charities to remove barriers and develop long-term opportunities for people with impairments to experience rowing.

### Love Rowing Communities

We fund rowing club and community initiatives that break down barriers and welcome ethnically diverse communities to take up rowing.

## OUTPUTS

### Opportunities:

Number of projects supported to improve accessibility for disabled people through accessibility adaptations.

Number of projects supported to offer accessible and /or inclusive rowing programmes.

### Beneficiaries:

Number of participants from our target audiences experiencing rowing.

Percentage of participants from our target audiences transitioning to regular participation.

## OUTCOMES

### System change:

Improve equal access to rowing through increased sustainable accessible and /or inclusive rowing programmes across the UK.

### For our target audiences:

Improved physical, mental and emotional health.  
Increased confidence, team working skills and resilience.  
Improved school attendance and aspirations  
Reduced isolation.

## IMPACT

### System change:

Changing the face of rowing - rowing membership more representative of society.

### For our target audiences:

Improved academic and life outcomes  
Improved social mobility.  
Participants feel included, valued and empowered in rowing.  
Contributing to reduced inequality in society (i.e. UN Sustainable Development Goal #10).



Transforming lives by increasing access to rowing across the UK..

## GUILDFORD ROWING CLUB

Guildford Rowing Club is a truly inclusive club proud of their growing adaptive rowing team. They are a shining example of a club that is breaking down barriers and making rowing accessible for all.

In 2024, Love Rowing accessed additional funding from the Bruce Wake Charitable Trust to build on the success of the adaptive rowing Love Rowing funded programme in 2023. The funding was used for accessible equipment adding capacity and flexibility through additional floats, fixed seat and blades.



## WHAT HAS BEEN ACHIEVED

The additional equipment has enabled the club to provide 2 additional sessions per week for their adaptive rowers, and the club has grown to 18 disabled members.

Participation in rowing is transforming lives including improved self-confidence, physical rehabilitation, reduced social isolation, pathways into coaching and volunteering, and a sense of belonging – with many reporting they have often felt excluded and not ‘allowed’ to participate in sport before.

Love Rowing has awarded Guildford Rowing Club with a further grant to enable them to purchase a hoist to ensure that hoist dependent individuals can access the water. This will open up the sport to at least 10 new wheelchair users and improve the quality of experience and dignity for many of the existing members.



## LIFE CHANGING IMPACT

“

My son has cerebral palsy. Although mild it interferes now increasingly as his peers become stronger. Rowing has helped him build his self-esteem and strength whilst enabling him to see others with the same disability. The adaptations and understanding have helped him with his anxiety and engagement at school.

Thank you.

Parent of Max

”

# TYNE YOUTH ROWING

09

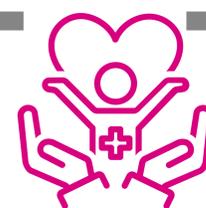
Love Rowing facilitated funding for Tyne Amateur Rowing Club to expand the youth rowing programme for young people from lower socio economic backgrounds.

The project included introducing indoor rowing to as many young people as possible. Followed by a programme that enabled schools to bring young people to the club to access regular on the water rowing sessions. The focus of the activity being positive experiences that improve confidence, resilience, leadership and team building.



## WHAT HAS BEEN ACHIEVED

Overall 1077 young people took part in the programme, of which 100% of the young people are categorised by the schools as being on a pupil premium. They are the most disadvantaged children, whether by income or by family upheaval. In addition many of the young people were selected by the schools because they are inactive, face challenges in the 'traditional' classroom environment, need additional intervention to motivate them to attend / behave well at schools or who are experiencing mental health challenges. Only 34% of participants met the Chief Medical Officer guidelines for physical activity.



**1077**

**participants**

**330**

**on the water**

3 of the schools that took part were new to the Tyne Youth programme including a special school.

The programme culminated in a mini-regatta on 10th April. It was fantastic to see the impact of this experience, and the pride and self esteem expressed by the young people involved. The young people who had completed the full programme expressed that they had improved in their skills in teamwork and communication.

## LIFE CHANGING IMPACT

“ We've brought students down who have been struggling with the transition to secondary school and the anxiety towards it. They have done indoor rowing, been in the simulator / water tank and been out on the water. It has been a stress relief for them to get out of school. It really helps them and they are generally more happy as a result. They have a better attitude now towards school. It is positive to have an experience like this. It teaches them many skills, obviously physical, health and fitness improvements but other skills and lifestyle aspects - team working and communication skills, but also making new friends which is helping them at school.

Mr Gregory, Jesmond Park Academy

”



Rowing is a very accessible sport for people with a visual impairment. Unlike so many other sports, there is no part of rowing that requires you to see what you're doing.

It's about listening to an internal rhythm, locking into that pace, matching seamlessly those in front and behind you, dropping the blade at the same spot at every stroke. Developing an instinctive 'feel' for the boat.

Love Rowing worked collaboratively with Peterborough City Rowing Club and local sight loss charity partner CamSight to form Row the Rhythm. Row the Rhythm is a programme of regular sessions for people with a visual impairment. Barriers are broken down through funding accessed by Love Rowing to provide free sessions, transport and refreshments to aid social connections. Based on the success of the Row the Rhythm pilot, Love Rowing aimed to scale the programme at Peterborough and replicate Row the Rhythm across other clubs.

## WHAT HAS BEEN ACHIEVED

Row the Rhythm has grown into an established programme at Peterborough City Rowing Club with monthly sessions, and regular weekly sessions for those wanting to do more. Individuals have been supported to become full members of the club.



Working with sight loss charities such as Victa, Hereford Rowing Club, Leicester Rowing Club and Fulham Reach Boat Club have been supported by Love Rowing and Peterborough City Rowing Club to run Row the Rhythm pilot programmes, which have been hugely successful. Further funding has been sourced by Love Rowing to support 2 further identified sites in 2025.

## LIFE CHANGING IMPACT



From my very first rowing session I got a sense of achievement – making the boat go on my own. So it has given me a reason to get out of bed. Some days it's all I think about.

It has really improved my quality of life. I was living in a dull dim dark place. Rowing has been a light in the dark room. The more I go, the more it illuminates that dark room. It's not just the exercise. It's the mental thing as well – thinking about the stroke. People don't take over from you – they let you find your way. It helps me feel more independent. It has done a lot for my confidence. Rowing has been such a huge help in my life, both physically and mentally.

Mary



# RIVER AYR PROJECT

11

Led by Scottish Rowing, this project specifically targeted individuals who might not have the ability to engage in physical activity outside school due to personal or financial circumstances. The project uses rowing as a tool to engage with young people in the area of the town of Ayr, South Ayrshire, Scotland; one of the most deprived town suburbs in Scotland.

## WHAT HAS BEEN ACHIEVED

4 sessions per day over 40 days have been delivered between April and October 2024. Rowing did not exist on the River Ayr until Scottish Rowing started this project. The project is now over subscribed with more and more groups and individuals asking to get involved. Delivered to:

- ▶ 34 Care experienced young people
- ▶ 22 Young carers
- ▶ 4 Autistic young people
- ▶ Plus a number of Ukrainian refugee families

The project is thriving. There is now a new focus linked with the South Ayrshire Employability programme. They will be training 8 young people from the programme to become instructors and leaders to sustain the project going forward.



## LIFE CHANGING IMPACT

“

'As an autistic child, my son can face numerous barriers to accessing sports. From the outset the team created a welcoming and inclusive environment that allowed him to participate and learn at his own pace. I think rowing has great potential to be very beneficial for neurodivergent children and young people. From our perspective, rowing has provided an opportunity to make connections and develop a sense of belonging within a low demand environment. The low sensory, outdoor setting and rhythmic, repetitive nature of rowing has had a regulating and calming effect in addition to all the other mental and physical benefits of exercise. We look forward to engaging again next spring and hope the benefits of rowing will continue to be available to other children and young people in our community who may struggle to engage in other sports'.

Parent of Ethan

”

# GET GOING GET ROWING

In 2024, Love Rowing funded our first ever project funded in Northern Ireland with the Queens Elizabeth University Belfast and Rowing Ireland.

Get Going Get Rowing aims to inspire young people to try rowing who would not normally try the sport. The programme provides positive, inclusive, accessible and fun indoor rowing in schools and special schools with opportunities to link with rowing clubs.

## WHAT HAS BEEN ACHIEVED



**800** YOUNG PEOPLE

**75%** LSEG



**38%** SEND



**38%** ETHNICALLY DIVERSE



## LIFE CHANGING IMPACT

The project was hugely successful in reaching young people who would face barriers to participation.

The programme includes individual and team relay challenges so participants have to plan, decide, stick at it even when it's tough and lead by example. The programme also coaches teenagers to coach younger participants in the sport developing leadership skills.

Even after a short period of indoor rowing, participants expressed mental health benefits. One of the young girls described the indoor rowing room as her 'happy place'. Another participant stated that rowing lets her get her rage out on the machine as she doesn't want to let the machine beat her!

Rowing Ireland accessed additional local funding to support these young people to access rowing on the water.

Love Rowing in partnership with British Rowing funded two state schools in areas of deprivation to establish indoor rowing clubs. In both instances the purpose was to introduce rowing to young people who would never have access to the sport otherwise and to improve their physical and mental well being.

## WHAT HAS BEEN ACHIEVED

Indoor Rowing machines were purchased for Ebbsfleet Academy, Kent and Harris Science Academy, East London. Ebbsfleet Academy provides an indoor rowing club every Tuesday and Thursday and have accessed additional support from a local rowing coach.

Harris Science Academy have established a programme of classes in curriculum time for different year groups along with sessions at lunchtime and before and after school. They have also held 5 House Competitions.



**367**

**YOUNG PEOPLE**



**72%**

**22%**

**ETHNICALLY DIVERSE**

**SEND**

## LIFE CHANGING IMPACT

“ A Year 8 student from Harris Science Academy, East London, was initially disengaged and lacked confidence in PE. After joining the before school rowing sessions, she developed improved fitness, rowing skills and self-confidence.

The team building nature of rowing helped her form stronger peer relationships, and by the end of the term, Amina showed increased engagement in school and a positive shift in her behaviour and focus. The project provided her with a constructive outlet, boosting her resilience and personal development.

A Year 11 SEND student, initially struggling with focus and engagement developed confidence and a sense of progress through structured goals and team support. The positive experience in rowing helped improve his classroom focus, motivation and overall behaviour. The project gave him a sense of achievement and self worth significantly enhancing his personal development and school experience. ”

Jade Dempster, Teacher at Harris Science Academy

“ One particular participant never really enjoyed sport however rowing gave them a platform where they were feeling confident to come and exercise and generally enjoyed the environment in which they were learning. This particular student has gone on to become more confident in themselves and now has a positive outlook on sport as a whole and the love and passion for rowing. Without the funding from this project this pupil would not have been given this opportunity and would still have barriers to be participated in exercise.

Mr Dowling, Teacher at Ebbsfleet Academy ”

## INCLUSIVE ROWING FOR ALL (NOTTINGHAM)

Diversify Education & Communities CIC is based in one of the top 10% most deprived areas in the UK is dedicated to empowering underrepresented groups by tackling barriers related to mental health, financial constraints, and access to sports.

The new Inclusive Rowing for All project will introduce Black African and Caribbean communities to rowing through free, beginner-friendly sessions, both on local waterways and indoors. By creating a welcoming and supportive environment, the initiative will challenge stereotypes, encourage lifelong participation in rowing, and train community members as rowing leaders to sustain the project in the long term.

## BEDFORD READY TO ROW

In 2024, the pilot Bedford Ready to Row programme successfully reached over 100 pupils from three state schools, delivering 1,400 rowing sessions. With Love Rowing's continued support, they will:

- ▶ Expand the programme to reach more young people.
- ▶ Introduce earlier water-based sessions to encourage confidence on the water.
- ▶ Expand mini-regattas and team-based rowing experiences.

Through this programme, students are not only improving their fitness and teamwork, but also gaining swimming and life-saving skills—all of which contribute to greater confidence and educational success.

## THE GORSE BOAT CLUB (LEEDS)

The Gorse Academies Trust (GORSE) is transforming the lives of students from some of the most deprived areas in the UK. Currently, every student from Year 7 participates in indoor rowing as part of their PE curriculum and extracurricular activities. With our funding contributing to a new coach they aim to:

- ▶ Give all students the chance to row on the water, regardless of financial circumstances.
- ▶ Remove barriers to participation and support students from diverse backgrounds, including disabled students and those from low-income families.

Love Rowing has secured extra funding from the Kitchin Society to part-fund a hoist for the Academy's four wheelchair users, making water-based rowing truly accessible for all.



## GOAL 1: CREATE NEW OPPORTUNITIES TO REACH & KEEP OUR TARGET AUDIENCES VIA OUR OPEN GRANT ROUND

We will raise unrestricted funds from our fundraising events, donors and events to provide an open grant round annually.

The open grant round will support projects that reach one or more of our target audiences, and break down barriers to ensure they can keep rowing. We will provide grants that engage our target audiences and provide solutions to keep them rowing.

We will utilise the open grant round to increase opportunities, grow the number of inclusive and accessible rowing projects across the UK and open the boathouse doors to new communities without barriers.

## GOAL 2: NEW LARGE SCALE INCLUSIVE & ACCESSIBLE ROWING PROJECT

We will be bold and brave in our ambition to create significant change for local communities through rowing. We will build on the learnings of the Infinity Boat Club, Stockton-on-Tees (established due to the work of Love Rowing) and replicate solutions in an area of need.

We have identified Birmingham and Chester as areas to develop large scale inclusive and accessible rowing projects, and will work tirelessly to achieve at least one of these ambitions benefiting young people from our target audiences in 2025.

## GOAL 3: ENSURE DISABLED PEOPLE CAN ACCESS ROWING

We believe that currently circa 14% of rowing clubs provide opportunities for disabled people to row. We will improve accessibility to ensure everyone can access the water, and make a significant change in the number of clubs that provide opportunities and make disabled people feel included. We aim to replicate initiatives such as Mixed Ability Rowing and Row the Rhythm that we know work and are valued by disabled people. We will work collaboratively with key partners such as Victa, British Blind Sport and the Invictus Games Foundation to create change for disabled people who want to row.

# HOW YOU CAN HELP

16

## 1 FUNDRAISE FOR US

Take part in our annual fundraiser The Big Row or become a fundraiser for us your way. From running a marathon to organising a bake sale or a karaoke night down at your rowing club ..... we are grateful for your support. Take on a challenge, have FUN – you can do it! By fundraising for Love Rowing, you can help to transform people's lives through rowing.



## 2 INDIVIDUAL DONATIONS

Each donation can make a huge difference. Please visit [www.loverowing.org](http://www.loverowing.org) where you can make a donation to support our inclusive and accessible projects.

## 3 INDEPENDENT SCHOOL PARTNERSHIPS

We are building partnerships with a number of rowing schools. This could mean:

- ▶ Donating equipment and expertise to local state schools and youth groups.
- ▶ Setting up your own partnership with a state school in the local area.
- ▶ Love Rowing becoming a charity partner of the school and fundraising for Love Rowing projects.

## 4 CORPORATE PARTNERSHIPS

We offer tailored partnerships which can include:

- ▶ Take part in our annual fundraiser – this year it is The Big Row Hike Row.
- ▶ Staff volunteering opportunities.
- ▶ Supporting projects in your local area, close to your offices.
- ▶ Being a socially responsible organisation through social value, equality diversity and inclusion.
- ▶ Impact reports regularly to show the difference your donation has made.

**If you are interested in  
a partnership  
or have questions  
please contact us  
[info@loverowing.org](mailto:info@loverowing.org)**

LOVE  
DOING  
BEING  
JOINING  
LAUGHING  
GROWING  
DISCOVERING  
ENJOYING  
ROWING



**LOVE**  
**ROWING**  
CHANGING LIVES.  
TOGETHER.



**BRITISH ROWING**  
CHARITABLE FOUNDATION

Love Rowing is the trading name for the British Rowing Charitable Foundation (Company number 11490809), registered office 6 Lower Mall, London, W6 9DJ. The British Rowing Charitable Foundation is a registered charity (1179845) in England and Wales.