

# Friends of Clydesdale Survey Findings Report

## 1. Background

Clydesdale ARC is about to start a new phase when we return to the fully refurbished West Boathouse. We will share the boathouse with Clyde ARC and hopefully Strathclyde University Boat Club. The building project has been developed and delivered by Glasgow Building Preservation Trust and the principal funders are the National Lottery Heritage Fund Scotland, The Architectural Heritage Fund and Glasgow City Council. Thanks to funding from Sport Scotland, we will also, for the first time, have a pontoon to allow access to the water for those with restricted mobility. The clubs will work jointly to manage the operation of the Boathouse including facilitating funders' requirements relating to heritage activities and community access. Clydesdale is committed to an approach that meets equality, diversity and inclusion needs and fully supports The Active Scotland Outcomes Framework's vision for a more active Scotland.

Early last year the Clydesdale Committee reached out for volunteers to explore how a Friends of Clydesdale community could support the Club as it moves into this new, exciting and challenging future. A working group of volunteers was established to explore the opportunities for the development of a Friends of CARC Group. The overarching role of a Friends group is to widen the CARC community to encompass former rowers, family members, the local community and anyone who might have an interest in the club. This will contribute to a vibrant club going forward into the exciting new times and opportunities opened up by the West Boathouse project.

Key to a successful Friends group will be effective engagement through, for example, communication about club activities and successes, and involvement in events. A Friends group can support and promote the development of CARC in positive ways through, for example fund raising, getting involved in regattas and events, supporting coaching or contributing to maintaining club archives. Overall, our intention is that the Friends of Clydesdale will help the club prosper as it meets the demands of the future.

## 2. Survey

Our next step was to do a survey to establish what interest there is in developing a Friends community. It was important to reach out to former members, relatives and friends of past/present members and anyone who may have a connection or want to have a future connection with the Club. There was no requirement to have rowed or want to row. Everyone is welcome.

This report covers a narrative of the survey findings, data tables and graphs with the full range of responses, respondents' additional comments and finally a conclusion with recommendations.

### 3. Survey Findings

66 people completed the survey. Please refer to the attached tables and charts alongside the brief comments below on responses to Questions 1-6.

The following questions were asked.

*Q1. What would you want from a Friends of Clydesdale community?*

The responses rated most important by most respondents are keeping in touch by, in order of preference:

1. newsletter
2. club website
3. social media

Respondents rated access to club facilities for private functions as least important.

*Q2. What would you consider contributing by way of time and/or skills to a Friends of Clydesdale community?*

The responses rated most important are:

1. helping out at events and regattas
2. community engagement
3. coaching

The lowest response is helping out with developing club social media presence.

*Q3. What would you consider contributing by way of financial support to a Friends of Clydesdale community?*

The response rated most important is a small regular donation to club funds.

*Q4. What are the best ways of communicating with you?*

Email is by far the most popular, both in terms of number of respondents and preference. At total of 62 could access e-mail and it was the preferred means of communication for 46. This was followed by text/WhatsApp (in total 44 could access, preferred by 19).

47 people provided an e-mail address.

A small number have no electronic communications.

*Q5. What is your current involvement with CARC?*

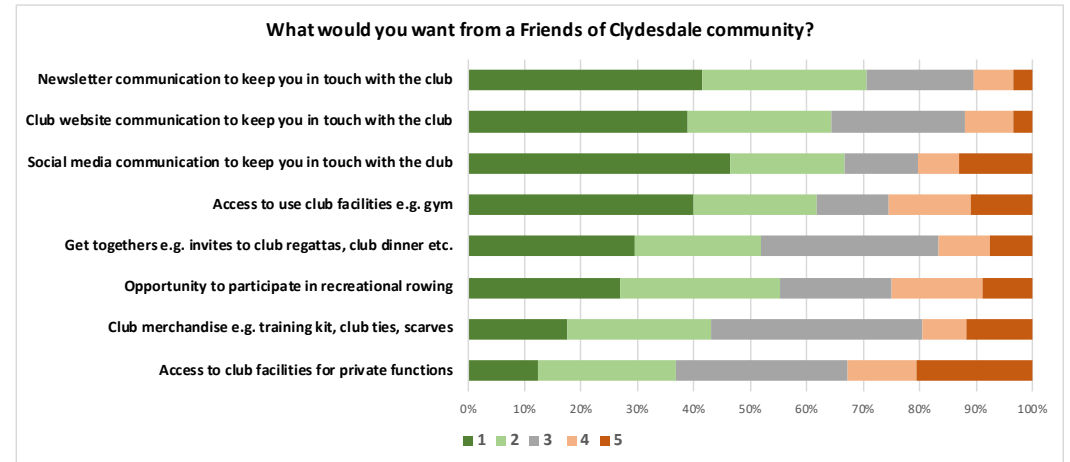
For this question, respondents could select more than one option. There was considerable overlap in areas of involvement. Of the 66 respondents, 17 are active members. We omitted 'former member' from the options, but from comments provided, we estimate around 10 respondents were former members.

*Q6. Do you live within an hour journey to the boathouse?*

The vast majority of respondents (54 out of 66) live within the hour travelling distance.

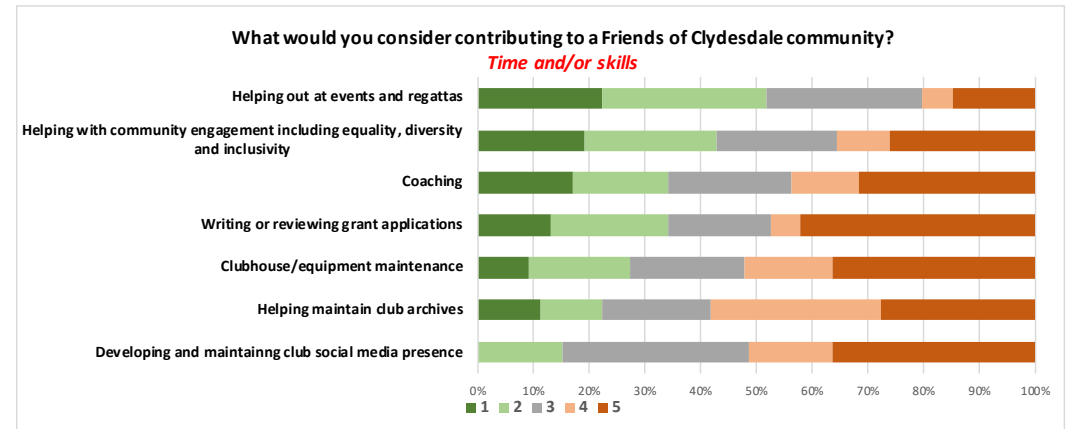
**Q1. What would you want from a Friends of Clydesdale community?**

	MOST important			LEAST important		total responses	weighted averaged
	1	2	3	4	5		
Newsletter communication to keep you in touch with the club	24	17	11	4	2	58	2.02
Club website communication to keep you in touch with the club	23	15	14	5	2	59	2.12
Social media communication to keep you in touch with the club	25	11	7	4	7	54	2.20
Access to use club facilities e.g. gym	22	12	7	8	6	55	2.35
Get togethers e.g. invites to club regattas, club dinner etc.	16	12	17	5	4	54	2.43
Opportunity to participate in recreational rowing	15	16	11	9	5	56	2.52
Club merchandise e.g. training kit, club ties, scarves	9	13	19	4	6	51	2.71
Access to club facilities for private functions	6	12	15	6	10	49	3.04



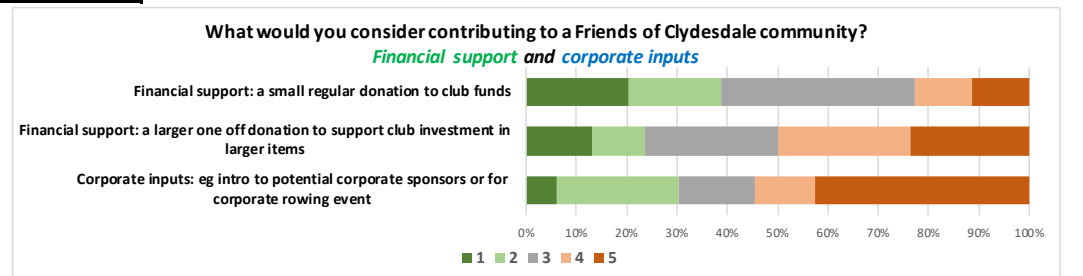
**Q2. What would you consider contributing to a Friends of Clydesdale community? Time and/or skills**

	MOST important			LEAST important		total responses	weighted averaged
	1	2	3	4	5		
Helping out at events and regattas	12	16	15	3	8	54	2.61
Helping with community engagement including equality, diversity and inclusivity	8	10	9	4	11	42	3.00
Coaching	7	7	9	5	13	41	3.24
Writing or reviewing grant applications	5	8	7	2	16	38	3.42
Clubhouse/equipment maintenance	4	8	9	7	16	44	3.52
Helping maintain club archives	4	4	7	11	10	36	3.53
Developing and maintainng club social media presence	0	5	11	5	12	33	3.73



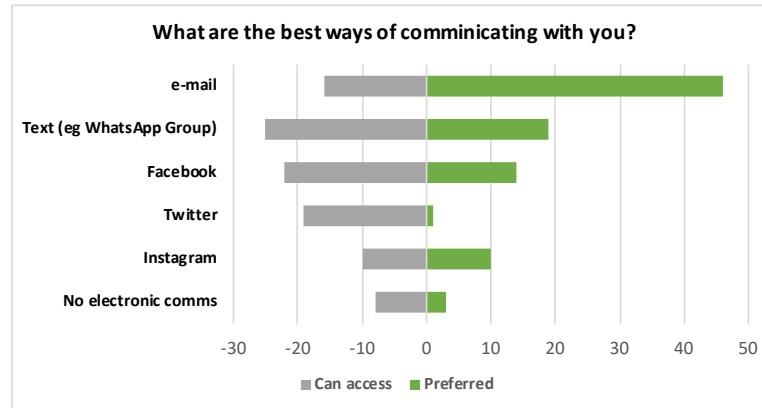
**Q3. What would you consider contributing to a Friends of Clydesdale community? Financial support and corporate inputs**

	MOST important			LEAST important		total responses	weighted averaged
	1	2	3	4	5		
Financial support: a small regular donation to club funds	9	8	17	5	5	44	2.75
Financial support: a larger one off donation to support club investment in larger items	5	4	10	10	9	38	3.37
Corporate inputs: eg intro to potential corporate sponsors or for corporate rowing event	2	8	5	4	14	33	3.61

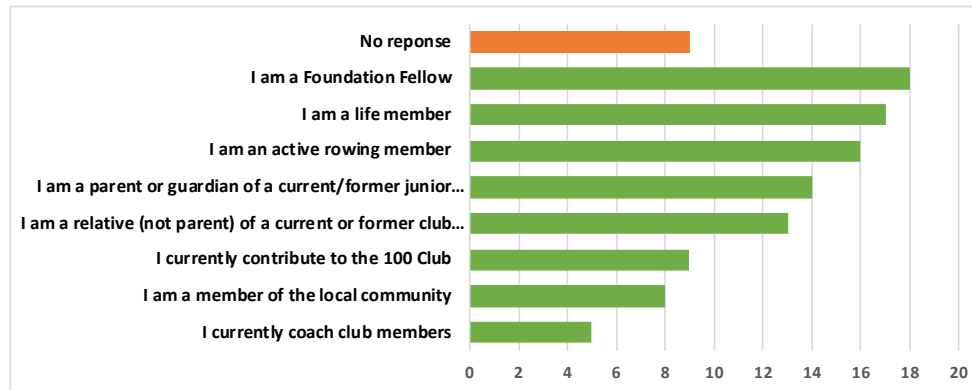


**Q4. What are the best ways of communicating with you?**

	Can access	Preferred	total response
e-mail	16	46	62
Text (eg WhatsApp Group)	25	19	44
Facebook	22	14	36
Twitter	19	1	20
Instagram	10	10	20
No electronic comms	8	3	11



**Q5. What is your current involvement with CARC?**

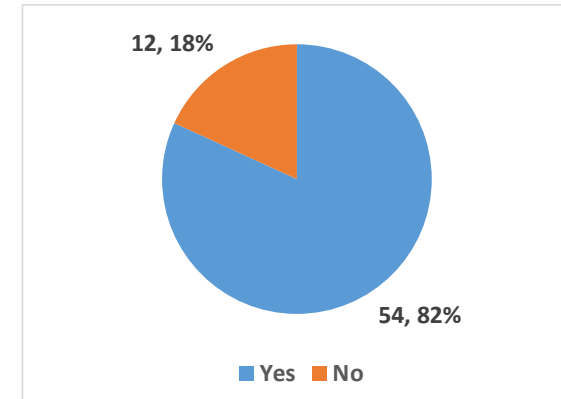


Total responses = 109

No response mostly former members - handful of others also former members

No of individuals who are NOT active rowing members = 50

**Q6. Do you live within an hour's journey of the CARC boathouse?**



#### **4. Additional comments**

Around 20% of respondents also provided substantial narrative comments. The following captures the main themes and are in no order of priority.

*The West Boathouse project is substantially funded by the National Lottery Heritage Fund, who need to be celebrated and acknowledged. The clubs should look at examples on the NLHF website of how other projects have engaged with people and acknowledged their funding. The building project has been developed and delivered by Glasgow Building Preservation Trust. The clubs should respect, recognise and celebrate that role as they are the beneficiaries of GBPT's activity. If it wasn't for GBPT, there would be no project.*

##### **Fund raising**

- *Identify funding goal with financial target eg equipment for a set of rowers, training camp, competition, light boats appropriate for junior girls competing, gazebos and chairs with Clydesdale logo for a meeting point/hub at regattas. Naming a goal and target ensures people know where their donation is going. Lea rowing club do this.*
- *Is there scope for employers /companies of members to donate in what is called a matching gift scheme? Some companies will match their employees' donation to a non-profit organisation.*
- *Clydesdale has a tradition of naming boats with rivers, glens, islands, mountains. There may be those who would like to see their loved one remembered via a boat name or through donation have their name on a hull. Perhaps Clydesdale could have both on the hull. This could be in kind, in memory or donation.*

##### **Communication**

*The club website needs to be comprehensive, useful, relevant and welcoming. Social media needs to be vibrant, fun and welcoming. Suggestion of a communication strategy to ensure inclusivity so that no one is missed out; especially as we move into the new boathouse. If the club wishes to attract and retain members and establish a community of friends it needs to be both efficient and effective. To achieve this it needs to be both inward and outward looking. A lot of development work was undertaken between 2005 and 2012 at Clydesdale. The club will only grow if we actively engage beyond existing and former members. Picture yourself as a walker, runner, cyclist, dog walker or tourist on Glasgow Green - what will the boathouse offer them?*

##### **Rowing**

- *Does CARC have sufficient equipment for all active and potential new members? Is there a boat budget /repair/upgrade plan?*
- *The opening of the west boathouse provides an ideal opportunity for everyone to have an induction in using the facilities that would cover rules, responsibilities, values, what to expect from your club/WBH and what is expected of you etc.*
- *Photos of committee members and rules/etiquette displayed in WBH Fun ways to ensure everyone is familiar with rules eg crossword, quiz.*
- *Suggestion of a survey for former and current members to establish what the club does well and ways to improve.*
- *A number of respondents expressed an interest in recreational rowing with a suggestion of a dedicated social rowing section that did not involve racing.*
- *Would it be possible to have a formal route to arranging an outing for friends/former members of the club who are visiting Glasgow? Guest section on website?*

- *Out of the water boat handling training sessions.*
- *Reintroduce scratch and club regatta, sculling ladder and inter club ladder.*
- *Promote rowing and all its benefits for all to enjoy the outdoors throughout the year. An example provided of a club that connects with a lot of outreach and motivational groups to do half day crash rowing courses. Some fees are provided for this. The course involves some erg work followed by 4 beginners in an 8 to row 1250m, if they are doing well race 500m. All current members donate their time.*
- *Successful clubs have a broad membership which is supported and encouraged, regardless of ability. A wide base of members supports a club with athletes, volunteers, supporters and donors.*
- *Develop better relations with schools by having a designated club/school coordinator*
- *Keep connecting to the larger rowing world. Consider on line training options for reconnecting with former members and those beyond the 1 hour of the boathouse especially in the winter months. John Steventon's RowAlong channel has done a great job of connecting people around the world to do erg rowing. Invite John to the club for a row. A Clydesdale member/former member could engage a live on-line audience in a regular way with virtual training sessions. Maybe this could in a few years lead to Clydesdale offering on-line virtual membership led by a keen member. Possible live streamed sessions from the club with current members both face-to-face and on-line simultaneously. This would be a great way to connect Clydesdale with current and former members and new people who live out with the 1 hour distance or simply can't access or prefer erg rowing on-line. There is a huge number of former members who would just need something small and regular to remain connected to the club.*

### **Community engagement**

- *As we move into an exciting period in the Club's life we have a new building that affords the possibilities of community engagement.*
- *The new West Boat House provides excellent facilities that will enable potential engagement of different sports clubs on Glasgow Green to use changing facilities and gym spaces. Friends of CARC including parents of juniors could lead walking, cycling, running groups from or to the boathouse. Lots of volunteering opportunities around community engagement, heritage, collaborating with local stakeholders eg Friends of People's Palace. Informal donation-only cafe could operate on weekend mornings to facilitate drop-in visits to create a welcoming space. Early Morning erg or yoga sessions could happen mid-week or at lunchtime for pay-as-you-go office workers. Community groups could be invited to use club spaces for meetings, displays, performances, exhibitions. Access point to river for other water sport activities and potentially storage of SUP, canoes, skiffs.*
- *How will CARC engage with the community of Glasgow Green?*
- *Social activities, creches and classes for parents of kids rowing*
- *Have a look at a recent academic study which the subject was the west boathouse --- which covers some interesting points re the (possible) future use of the new boathouse*
- *University of Glasgow, MSc Aug 2019. Samantha Marsh. Glasgow's Cultural Sphere: Examining Post-Industrial Cultural Regeneration Through Museums And Festivals.*

## 5. Conclusion and Recommendations

The survey results provide a clear indication of what those responding would look for from a Friends of CARC Group in terms of ongoing engagement with the life of the club. It is evident from the survey results that a significant number of respondents are keen to contribute to the life of the club in a variety of ways.

This combined with the many expressions of good wishes and generally positive comments about the idea of a community of Friends of Clydesdale augurs well for the future. The survey provides a wealth of information, commentary, opinions and suggestions that merit discussion and an action plan developed by the Committee. It is vital that the energy and evident commitment to the club is harnessed so we can make maximum use of the skills and time on offer to meet the existing and new challenges.

The survey results conclude the three top priorities that a Friends of CARC community would like are the following means to keep in touch with the club – in order of importance.

1. a newsletter
2. club website
3. social media

**Recommendation** that the Friends of CARC develop the above and where appropriate work in collaboration with the Committee to support The Friends of CARC's connection to the Club.

The Friends of CARC working group now have a database of emails/names of those identifying as Friends. A small number of respondents who wish to help did not provide contact details. A large majority gave their preferred communication as email.

**Recommendation** that CARC make robust efforts to improve their email database of current and former members.

Although the intention of the survey was to focus on whether there was an interest in a Friends of CARC community. A significant number of comments focussed on the core work of the club. These suggestions were mainly from former members, parents and relatives and a smaller number of active members.

Areas for discussion for the Committee and club members include:

- Communication Strategy
- Inductions for all
- Interest in coaching
- Interest in helping with boat/equipment maintenance
- Boat handling/care courses
- Reinstate scratch and club regatta
- Survey all members and former members
- Existing equipment capacity/ budget /plans
- Social recreational rowing
- Arrangements for former members visiting Glasgow to schedule a row.
- On-line-rowing
- Designated club/school coordinator

**Recommendation** that Friends of CARC who have expressed an interest in helping with their time and skills be linked to the relevant Committee action group leads.

A significant number of respondents wish to help out at events /regattas.

**Recommendation** that the Friends of CARC support the Club by identifying those able and available to volunteer at particular events.

A number of respondents want to contribute financially regularly and some are able to offer bigger sums.

**Recommendation** that Friends of CARC and Committee discuss fund raising suggestions made within this report and agree an action plan. An identified target goal could certainly maximise motivation and commitment to the fundraising process and its outcome.

Community Engagement: A number of respondents are keen to help in community engagement including equality, diversity and inclusivity. This is particularly positive given that we want and need to create new partnerships to ensure we can provide relevant opportunities to our local communities and ensure a future for CARC. This includes Glasgow Green users, the communities along the river, local workers and anyone who wants to have a connection with the West Boathouse and all it can offer.

**Recommendation** that Friends of CARC and relevant Committee leads discuss and develop an action plan.

Heritage: A small number of respondents wish to be involved in helping to maintain club archives.

**Recommendation** that those respondents are introduced to Ingrid Shearer, Heritage Engagement officer, Glasgow Preservation Project Trust and the relevant Clydesdale leads.

As beneficiaries of the National Lottery Heritage Fund Clydesdale, Clyde ARC and potentially Strathclyde University who will share the new West Boathouse need to make a positive change for our local communities by inspiring, leading and resourcing the UK's heritage. We are required to do our very best to help mitigate against and adapt to the effects of our changing climate and to help nature recover.

**Recommendation** that The Friends of CARC work in collaboration with the Committee and members of the West Boathouse to develop an action plan.

## 6. Thank you

A huge thanks to all of you who contributed to this survey. We have learned loads. A very special thank you to the many people over many years who have given Clydesdale its rich legacy. As we move into a challenging future we will build on that legacy and evolve into an even stronger community that welcomes everyone to the joy of rowing, and serves the users of Glasgow Green and wider community groups.

Finally our heartfelt gratitude to The Glasgow Preservation Project Trust, our principal funders The National Lottery Heritage Fund, The Architectural Heritage Fund, and Glasgow City Council for making the West Boathouse a reality.

JA  
15 April 2022