



Peterborough Rowing Club

Evaluation of PeterboroughROWS

Progress Report on Year 2 Evaluation Findings

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1. Introduction

Overview of PeterboroughROWS

This report documents the year-two results of PeterboroughROWS, a three-year program conducted by the Peterborough Rowing Club (PRC) with financial support from the Ontario Trillium Foundation. PeterboroughROWS is designed to benefit residents of the City and County of Peterborough, from 12 years old to 80+ who are new or returning to recreational rowing. Inclusivity is a priority and the program open to everyone.

PeterboroughROWS includes two main components: 1) outreach to new rowers; and, 2) a recreational rowing program for youth and adults in Peterborough that includes both training and on-the-water rowing experience. The program is designed to promote active lifestyles by delivering fun, inclusive and easy-to-access rowing activities.

As a late-entry sport, most people have not had the experience of rowing as a sport or recreational activity. PeterboroughROWS allows people to try rowing and makes rowing accessible to new and less experienced rowers from all different groups. By providing a high-quality experience, the PRC is working to ensure that new rowers will continue with rowing as a healthy and fun outdoor activity. The youth and student outreach component of the program is another initiative by the PRC to promote ongoing engagement in rowing and engage individuals in an activity in which they can participate throughout their life.

Spring and Summer programming for both youth and adults includes three main components:

- Learn to Row (LTR) – Introductory programs
- Return to Row (RTR) – More advanced programs
- Try it days – single day sessions for groups

Adult programming also includes an Adult Rowing League, which is open to anyone who has rowing experience and wants to row for fitness, health and fun.

Outreach activities of PeterboroughROWS targeted intermediate and secondary school students as a priority group. The school component of the program provides high-quality instruction in a safe, inclusive, and supportive environment. The program, which features in-class instruction by qualified coaches using rowing machines, streams rowers into activities that are appropriate to their age and rowing experience.

School programming in Spring and Fall 2022 was a gym rowing program for students in grades 7 and 8 at eight intermediate schools and for older students at one high school. The objective is

to introduce new rowers to a fun and challenging physical activity. In-class sessions were held in Year 2 following the first year during which sessions were conducted with online instruction because of restrictions related to Covid-19.

Objectives of the evaluation

The objective of the evaluation of PeterboroughROWS is to provide information about the program that will allow PRC to optimize outreach, coaching, and participant retention to increase the number of people who are participating in youth and adult recreational rowing activities. There also is an expectation that results of the evaluation and the lessons learned can be applied more widely to help increase the number of Ontarians actively involved in rowing.

The evaluation also is designed to assess the extent to which PeterboroughROWS is achieving four main program outcomes:

- Increased youth and adult participation in rowing programs.
- Participants' ongoing engagement in rowing (through exposure to a program with high-quality coaching in a safe, inclusive and supportive environment).
- Increase in participants' overall levels of physical activity.
- Development of positive attitudes about rowing for life-long recreation and sport.

2. Evaluation Methodology

Data collection methodology

The evaluation results are based on six data sources:

Quantitative data (primarily):

1. Administrative data (on program participation and participant characteristics)
2. Program participant survey (post-program online survey)
3. In-school gym rowing session participant survey (a short survey designed as an add-on to the OTF 2-page survey of all student participants in school sessions)

Qualitative data:

4. Program participant comments and feedback (in-program; short Q&A following sessions)
5. PRC staff and volunteer interviews (post season)
6. Youth competitive rower focus group discussion

Data collection instruments used to collect Year 2 data, including participant surveys and interview guides, are consistent with the instruments used for Year 1 (2021-22).

A list of performance measures by data source is presented in Appendix A.

Participant Survey sample characteristics

In 2022, there were a total of 150 registrations for adult and junior recreational rowing programs. This represented a total of 105 unique program registrants, as some individuals registered for more than one program and a few adults registered for more than one junior participant.

The invitation to complete the online survey was sent to these 105 unique program registrants. As the registrants for junior participants typically were parents, these adults were asked to assist with survey completion.

The survey was conducted in November and early December following the 2022 rowing season.

A total of 43 program participants completed the survey, for an overall response rate of 41%. The response rate was higher for adults (53%) than for juniors (26%)

Survey sample characteristics are as follows. The figures represent the numbers in the sample and the percentage for each sub-category (with the total for each characteristic summing to 100%)

Gender:

- Female = 26 (60%)
- Male = 17 (40%)

Adult or Junior:

- Adult = 31 (70%)
- Junior = 12 (30%)

Rowing experience:

- Previous experience rowing on the water = 18 (42%)
- No previous experience = 25 (58%)

Of those with previous rowing experience, 65% had rowed at the PRC before: 47% in 2021 PRC rowing programs and 18% in a previous year.

The Participant Survey, annotated with the overall statistics, is presented in Appendix B of this report.

Staff and volunteer interviews

Four interviews were completed with PRC staff and volunteers. All interviews were completed by telephone or video link (Zoom).

Junior competitive rower focus group

There were three participants in the junior competitive rower focus group. The discussion lasted for 90 minutes and covered a variety of topics related to PRC rowing programs and their rowing experience.

School survey

The PRC survey questions were administered to 76 students at two high schools where in-class rowing sessions were held in the first half of 2022. Surveys were completed by pen and paper on-site and input into the data processing system operated by the Ontario Trillium Foundation.

Survey sample characteristics are as follows:

Gender:

- Woman or girl: 41.5%
- Man or boy: 53.7%
- Other / prefer not to say: 4.8%

Age:

- 11 – 12: 36.4%
- 13 – 14: 48.2%
- 15 and over: 15.4%

3. Evaluation Findings

3.1 PeterboroughROWS participant profile

Recreational rowing program participation increased in Year 2 for both programs and events.

Program participation – In 2022, there were 136 registrations in Learn to Row, Return to Row, and Rowing League programs. When registrations in multiple programs are considered, there were 105 different participants in 2022.

These numbers represent increases over 2021.

- For registrations, there was an increase of 16 (13%), from 120 to 136.
- For participants, there was an increase of 21 people (25%), from 84 to 105.

Adults – The number of participants in adult programs increased significantly, from 53 in 2021 to 82 in 2022, an increase of 55%.

Juniors – The number of participants in junior programs decreased moderately, from 67 in 2021 to 54 in 2022, a decrease of 19%.

Event participation – In 2022, there were 356 participants in 24 events including Try it Days and organization/group events. This is a large increase over event participation in 2021 (+ 93%), when there were 184 participants in 12 events.

Recreational program participation: 2021 and 2022

Program Type	Registration Numbers	
	2021	2022
Adult Learn to Row (LTR)	28	45
Adult Return to Row (RTR)	10	21
Adult Rowing League	15	16
Junior Learn to Row	31	20
Junior Return to Row	18	15
Junior Rowing League	18	19
Sub-total programs¹	120	136
Events (e.g., Try it Day)	184	356
Total Registrations²	324	492

1. This represents 84 individuals in 2021 and 105 individuals in 2022, after controlling for registration in two or more programs.

2. In 2021, there were 324 participants in 12 events. In 2022, there were 492 participants in 24 events.

Participant characteristics (programs only, excluding events)

Gender – By gender, 61 recreational program participants were female (58%) and 44 were male (42%). These percentages by gender are identical to ones for the corresponding 2021 programs

Age group – By age category, 60 were in adult programs (57%) and 45 were in junior programs (43%). This represents a higher percentage of adult participants compared to 2021, when 49% of participants were adults and 51% were juniors. This means that most of the growth in the number of participants in recreational rowing programs was in the adult category:

- Adults – 41 participants in 2021 and 60 participants in 2022, an increase of 46%
- Juniors – 43 participants in 2021 and 45 participants in 2022, an increase of 5%

The average age of recreational program participants in 2022 was 34.3. This is higher than the average age of 30.1 in 2021, which reflects the higher percentage of adult program participants in 2022.

3.2 Participant experiences and opinions about the PeterboroughROWS program

Very positive results overall

The results of the 2022 participant survey are similar to those of the 2021 survey. Participants in 2022 provided very positive feedback about their experience with PeterboroughROWS programs.

Enjoyment of rowing – 92% of participants agreed that participation in the program increased their enjoyment of rowing; 51% strongly agreed (a rating of 5 on the 5-point scale). This is an increase over 2021, when 83% of participants indicated an increased enjoyment of rowing.

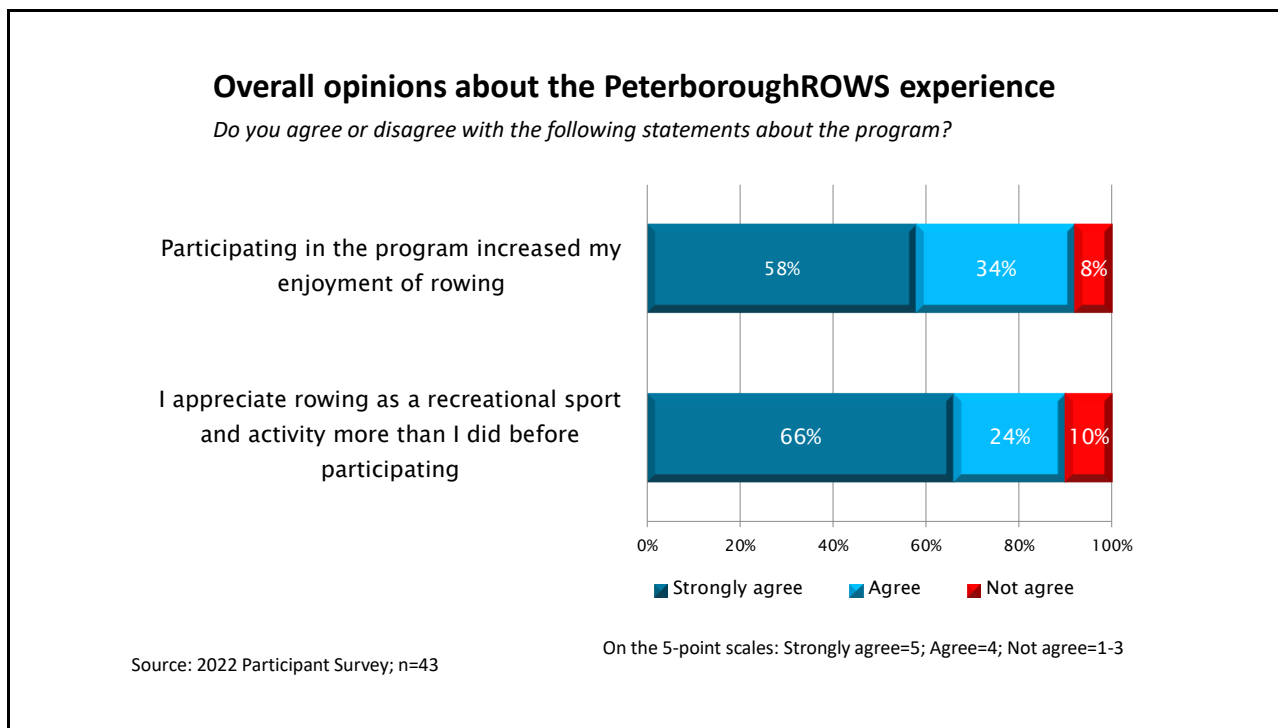
Differences by gender – As in 2021, males (71%) were more likely than females (50%) to strongly agree (a rating of 5 on the 5-point scale) that the program increased their enjoyment of rowing. Overall agreement ratings (“agree” and “strongly agree” combined) are similar for males and females.

Differences by age – Juniors (80%) were more likely than adults (50%) to strongly agree that the program increased their enjoyment of rowing. No juniors and only three adults indicated that their enjoyment of rowing had not increased.

New appreciation for rowing – 90% of 2022 participants agreed that they appreciate rowing as a recreational sport and activity more than they did before participating; 60% strongly agreed.

Differences by gender – All males (100%) and all but four females (83%) agreed that they appreciate rowing more than before participating in the program. Males (79%) also were more likely than females (58%) to strongly agree.

Differences by age – All juniors (100%) 61%) and almost all adults (86%) agreed that they appreciate rowing more than before participating in the program. Juniors (80%) also were more likely than adults (61%) to strongly agree.



Reasons for a positive experience

The reasons given by participants for their enjoyment of Peterborough and their positive experiences generally are similar to the responses to the 2021 participant survey, which again are consistent with the design of PeterboroughROWS. A large majority of participants agreed that they were made to feel welcome and that they were provided with a high-quality rowing experience.

Feeling welcome – 84% agreed program leaders and coaches made me feel welcome; 62% strongly agreed. This result is slightly less than in the 2021 survey, in which 92% agreed they were made to feel welcome.

Differences by gender – Males (71%) were more likely than females (38%) to strongly agree that leaders and coaches made them feel welcome.

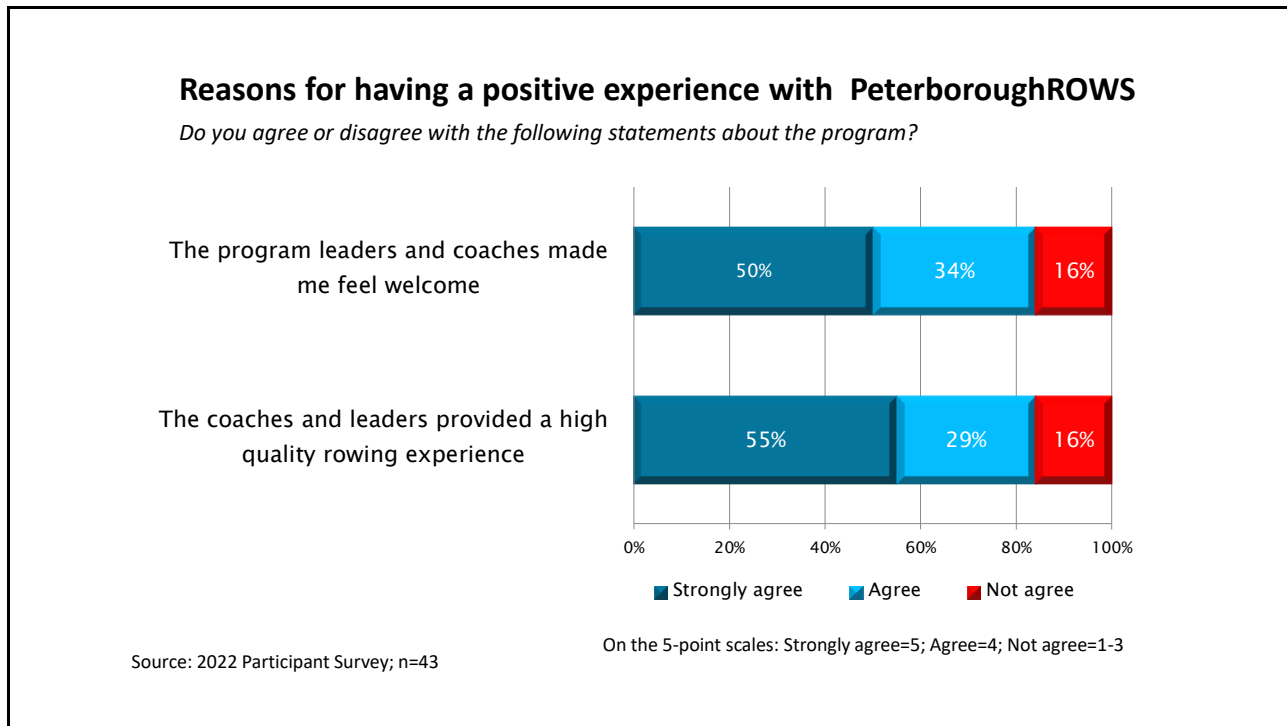
Differences by age – The responses of juniors and adults are almost identical.

Following are some illustrative comments made by participants in the survey about their enjoyment of the 2022 rowing programs:

- “I can't say enough for how friendly club members are, as well as coaches. Very positive and welcoming.”
- “The level of engagement by staff was very good - a noticeable difference from past years. I'm recommending rowing to my adult friends now more than in the past because I think they will be received well from the beginning.”
- “I thought the instructors were fantastic - welcoming, encouraging and knowledgeable. I had a blast and will definitely participate in rowing next year.”

High quality rowing experience – 84% agreed that coaches and leaders provided a high-quality rowing experience; 60% strongly agreed. Again, this result is slightly less than in the 2021 survey, in which 92% agreed they were provided with a high-quality rowing experience.

Differences by gender – As was found in 2021, males (79%) were more likely than females (42%) to strongly agree that coaches and leaders provided a high-quality rowing learning experience.



In their comments made in the survey, participants emphasized the importance of their coaches and good coaching. As shown by the survey results, most participants agreed that coaches made a big contribution to their rowing experience. Following are some illustrative comments from the survey:

- “Experienced coaches and well-planned programs made my introduction to rowing very enjoyable and educational.”
- “I was incredibly impressed by the individualized attention and the dedication shown by both coaches. Their patience and kindness made the experience highly enjoyable and one that I would be eager to repeat.”
- “Instructors were fabulous!”
- Coaches are encouraging: “they are there to help you”.
- “Everyone is at different levels of rowing. The coaches were really good at matching people in the correct boats.”

Equipment and safety

Participants were satisfied with the equipment used, including the quality of the equipment and especially with equipment safety and COVID-19 procedures.

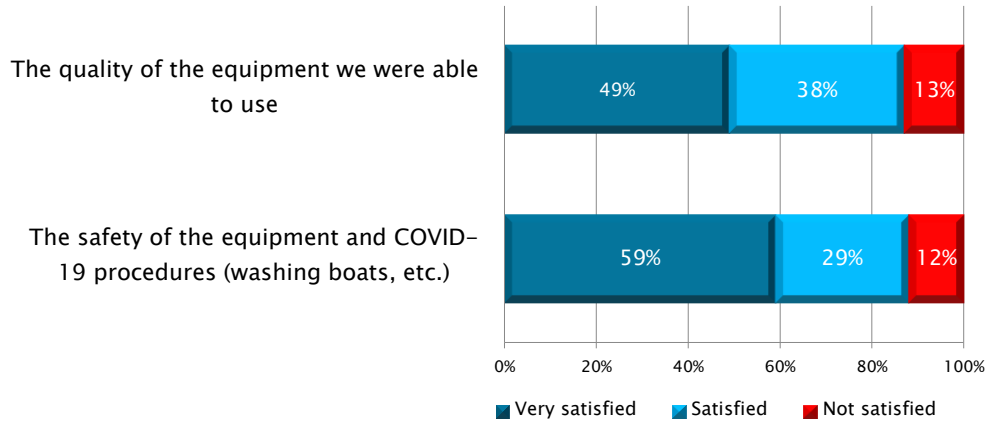
Safety of the equipment – 88% were satisfied with the safety of the equipment, including COVID-19 procedures; 59% were very satisfied. These figures are slightly lower than the results from the 2021 participant survey (100% and 69%, respectively).

Quality of the equipment – 88% were satisfied with the quality of the equipment used; 49% were very satisfied. By comparison, the 97% figure for overall satisfaction (“satisfied” and “very satisfied”) in 2021 was higher, but the percentage who were very satisfied was higher in 2022 (49% compared to 32% in 2021).

Differences by gender – The levels of satisfaction overall with equipment quality and safety were similar for males and females. However, males were more likely than females to be very satisfied with equipment quality (69% for males compared to 38% for females) and with equipment safety (79% for males compared to 45% for females).

Participant satisfaction with equipment quality and safety

Were you satisfied or dissatisfied with the following aspects of the program?



Source: 2022 Participant Survey; n=43

On the 5-point scales: Very satisfied=5; Satisfied=4; Not satisfied=1-3

Program structure and delivery

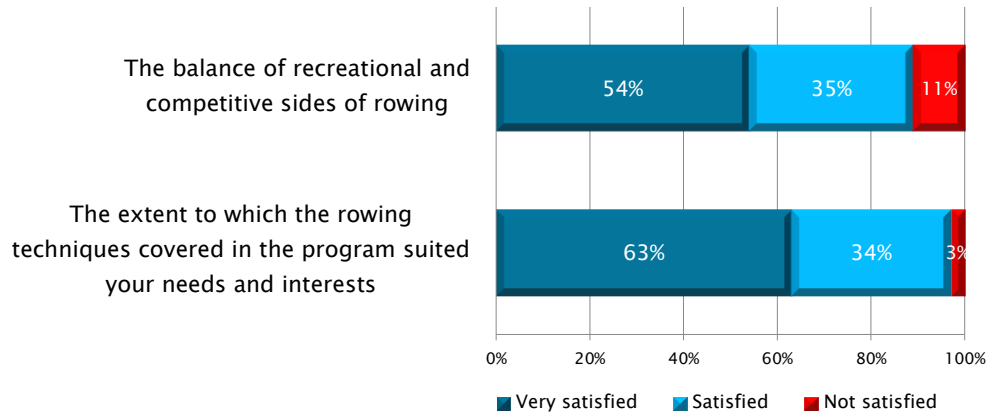
Rowing techniques learned suited their needs and interests – A majority of participants (63%) were very satisfied with the extent to which the rowing techniques covered in the program suited their needs and interests. Almost all of the rest (34%) were satisfied; just 3% were not satisfied. This result is identical to the result from the 2021 survey.

The balance of the recreational and competitive sides of rowing – 89% of participants were satisfied with the balance of the recreational and competitive sides of rowing in their program sessions: 54% were very satisfied. This results also is very similar to the result from the 2021 survey.

Responses to questions about rowing techniques and the balance of activities were similar for males and females and for adults and juniors.

Learning rowing techniques and the balance of the recreational and competitive sides of rowing

Were you satisfied or dissatisfied with the following aspects of the program?



Source: 2022 Participant Survey; n=43

On the 5-point scales: Very satisfied=5; Satisfied=4; Not satisfied=1-3

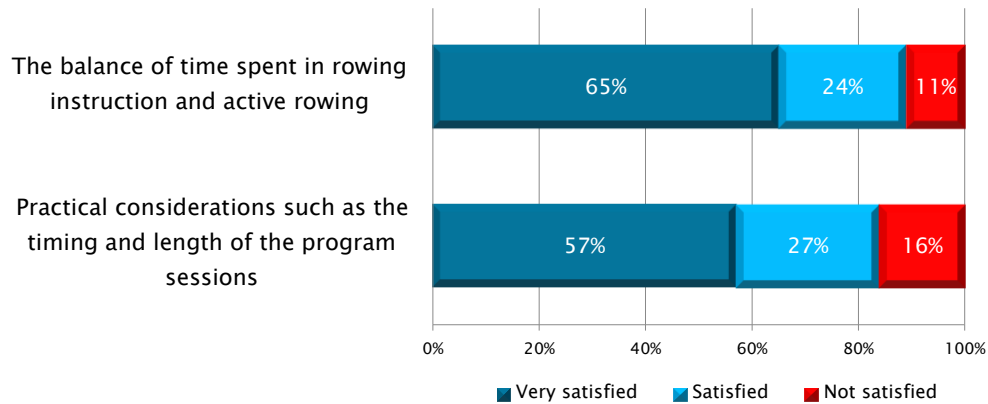
Balance of time spent in rowing instruction and active rowing – Similar to the balance of recreational and competitive sides of rowing, most participants (89%) were satisfied with the balance of time spent in rowing instruction and in active rowing: 65% were very satisfied and another 24% were satisfied. This overall result is similar percentage satisfied in the 2021 survey, although more participants were very satisfied in 2022 (65% compared to 53% in 2021).

Practical considerations such as the timing and length of program sessions – With respect to practical considerations such as the timing and length of program sessions, 84% of participants were satisfied, including 57% were very satisfied and another 27% who were satisfied. This result is similar to the results from the 2021 survey.

Responses to questions about rowing instruction and practical considerations were similar for males and females and for adults and juniors.

The timing and organization of rowing sessions

Were you satisfied or dissatisfied with the following aspects of the program?



Source: 2022 Participant Survey; n=43

On the 5-point scales: Very satisfied=5; Satisfied=4; Not satisfied=1-3

Following are some illustrative comments made by participants in the survey about the structure and delivery of 2022 rowing programs:

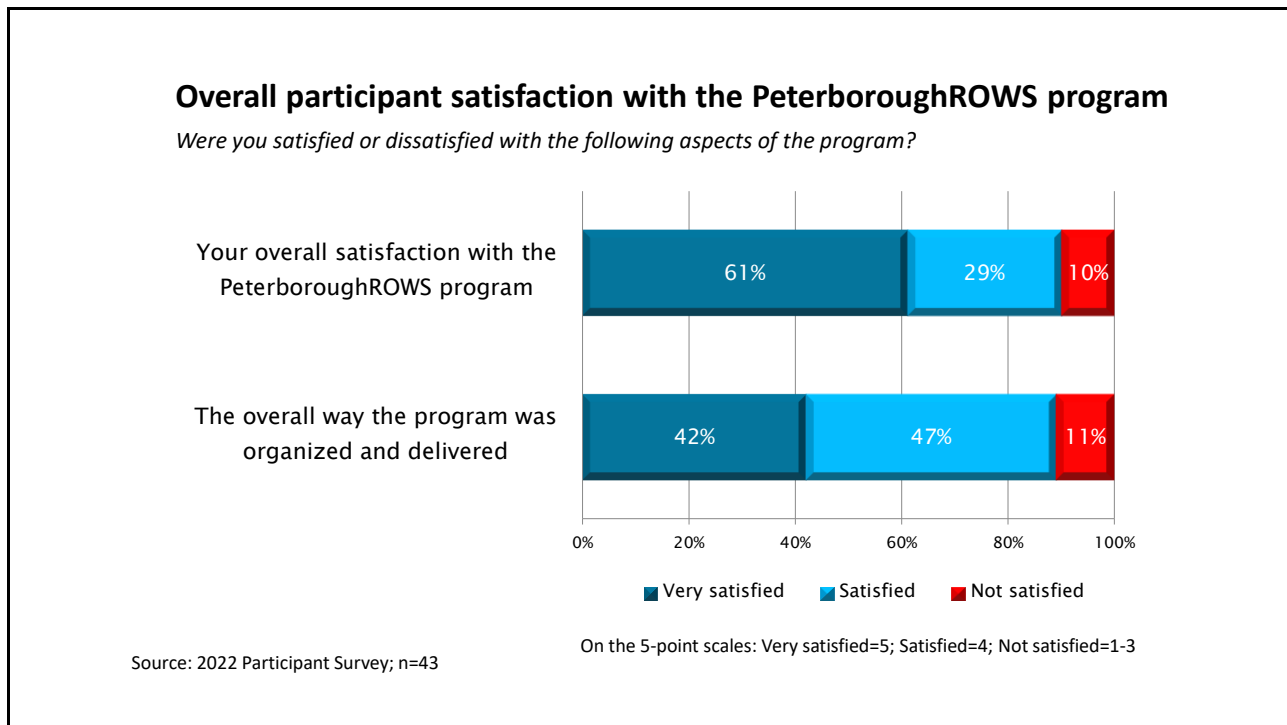
- “The ratio of instructors to students was excellent and allowed us lots of time to ask questions and get good practice.”
- I took the adult learn to row program. The three sessions were a good introduction to rowing. The length of each session was appropriate. I felt I got a good grounding to build on.”
- “I really liked how much time we spent on the water. I felt like I made real progress and enjoyed working with the different coaches. They were all great.”
- “You need more than a few visits to learn, so a longer-term program after the first [LTR]. As well, the step up to the tippy boats is a big step for some of us. I think we needed more time to make it enjoyable.”

Overall satisfaction

The overall way the program was organized and delivered – Almost all participants – 89% - were satisfied with the way that the program was organized and delivered overall; 42% were very satisfied and 47% were satisfied.

Overall satisfaction with the PeterboroughROWS program – Similarly, almost all participants – 97% – were satisfied overall with PeterboroughROWS; 61% were very satisfied and 36% were satisfied.

Differences by gender – All male participants (100%) and most females (83%) were satisfied with the program. Males (86%) were more likely than females (46%) to be very satisfied overall with the program.



Following are some illustrative comments made by participants in the survey about their overall satisfaction with the 2022 rowing programs:

- “Everything was awesome.”
- “I really enjoyed the time I spent in the program... I enjoyed the time I spent. The coaching staff we lovely and supportive.”
- “I think this is a wonderful activity and a great way to enjoy the Peterborough area.”
- “Keep doing what you are doing, you folks are the best!”
- “I am so appreciative of this program and the rowing club. Your coaches/members are fabulous people and I hope you're able to continue delivering this program in the years to come. Thank you!”

Comparative levels of satisfaction with program features – The following tables ranks the eight different program features presented in this section by the percentage of participants who were “very satisfied” (i.e., a rating of 5 on the 5-point scales).

By this ranking method, the balance of time spent in rowing instruction and active rowing is the most highly rated feature (65% very satisfied), and the rowing techniques covered in the program is the second most highly rated (63% very satisfied).

The lowest rated program features – with just under half of participants being very satisfied – are the quality of the equipment (49% very satisfied) and the overall way the program was organized and delivered (42% very satisfied).

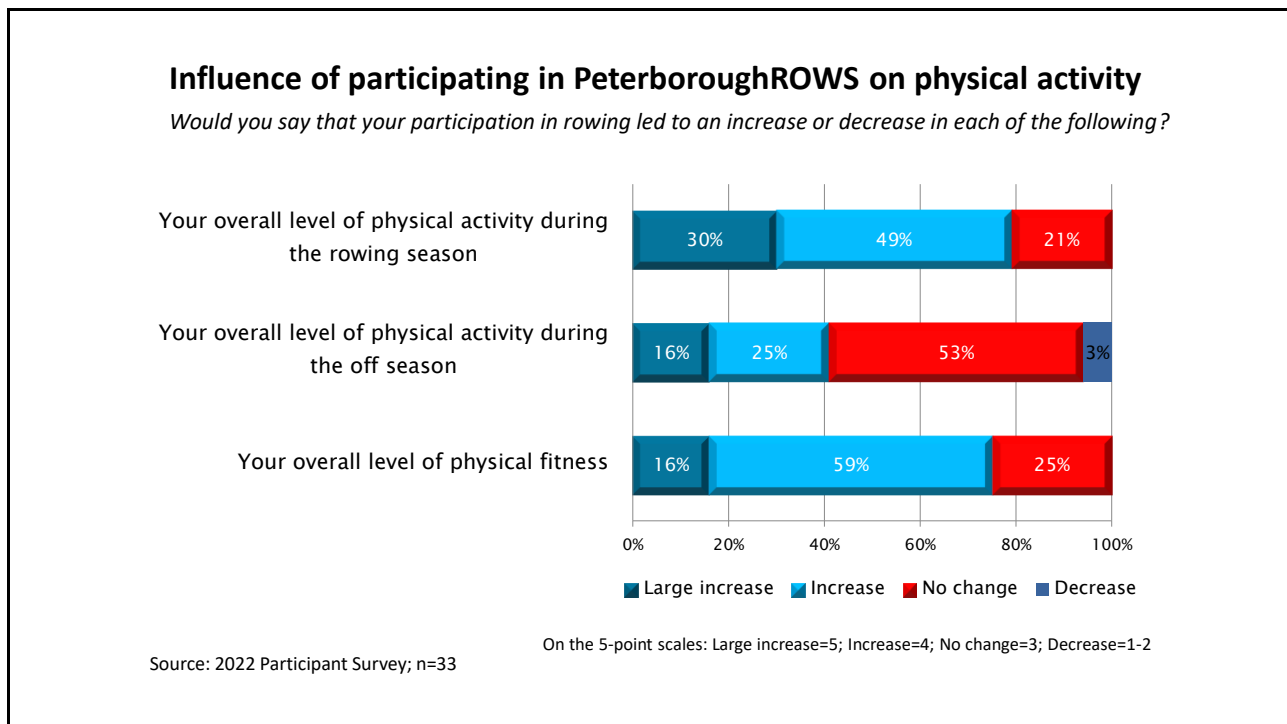
As with the results of the 2021 participant survey, it is important to restate that almost all participants were satisfied with the different features of the program, with 90% satisfied overall. This is slightly lower than the 97% level of overall satisfaction as rated by participants in the 2021 program. The rankings of the different program features by level of participant satisfaction were similar in the 2021 and 2022 surveys.

Program feature (ranked by % very satisfied)	Level of satisfaction		
	Satisfied	Very satisfied	Overall
Balance of time spent in rowing instruction and active rowing	24%	65%	89%
Rowing techniques covered in the program suited my needs and interests	34%	63%	97%
Overall satisfaction with PeterboroughROWS	29%	61%	90%
Safety of the equipment and Covid-19 procedures	29%	59%	88%
Practical considerations such as the time and length of program sessions	27%	57%	84%
Balance of recreational and competitive sides of rowing	35%	54%	89%
Quality of the equipment we were able to use	38%	49%	87%
The overall way the program was organized and delivered	47%	42%	89%

Impacts of participation in rowing on levels of physical activity

A majority of participants reported that their participation in rowing led to an increase in their overall level of physical activity both during the rowing season and in the off-season. They also reported an increase in their and overall level of physical fitness. The reported level of increases in physical activity in 2022 were higher than what was reported by participants in the 2021 survey.

- *Overall level of PA during the rowing season* – 79% reported that it increased; 30% reported a large increase. This is a higher percentage of participants than the 66% who reported an increase in 2021.
- *Overall level of PA during the off-season* – 41% reported that it increased; 16% reported a large increase; most reported no change (53%). This also is a slightly higher percentage of participants than the 36% who reported an increase in 2021.
- *Overall level of physical fitness* – 75% reported an increase; 16% reported a large increase. Again, this is a slightly higher percentage of participants than the 68% who reported an increase in overall physical fitness in 2021.



Differences by gender – As in 2021, males were more likely than females to report an increase in levels of physical activity and overall physical fitness.

- During the rowing season: 92% of males and 71% of females reported an increase in their level of physical activity during the rowing season. Half of the males (50%) reported a large increase compared to 19% of females.
- During the off-season: 73% of males reported an increase in off-season activity compared to 24% of females.
- Overall level of physical fitness: 76% of males reported an increase compared to 59% of females; 24% of males reported a large increase in overall physical fitness compared to 12% of females.

Differences by age – Juniors were more likely to report an increase in their level of physical activity:

- During the rowing season: 83% of juniors reported an increase compared to 54% of adults.
- During the off-season: physical activity levels for juniors and adults were similar.
- Overall level of physical fitness: 76% of juniors reported an increase in physical activity compared to 54% of adults.

Hours per week of physical activity during the rowing season

Rowing and rowing-related activities – Participants spent an average of 5.6 hours per week on rowing and rowing-related activities (erging, weight training, etc.). The amounts ranged from 1 hour to 12 hours per week. These figures are almost identical to those from the 2021 participant survey.

- Males (6.7 hours) spent a higher number of hours per week on rowing and rowing-related activities than females (4.8).

Other sports and physical activities – Participants spent an average of 6.0 hours per week on other sports and physical activities. The amounts ranged from 2.0 hours to 10 hours per week. This average number of 6.0 hours per week in 2022 is lower than the 8.6 hours average in 2021, mainly because of one outlier who spent 40 hours per week on other activities.

- The number of hours spent per week on other sports and physical activities is the same for males and females (6.0).

Intentions to continue with rowing

Over three-quarters of participants (78%) indicated they are likely to continue with rowing next year, either with the PRC or somewhere else: 22% indicated “likely” and 56% indicated “very

likely". This is higher than the 68% of participants in 2021 who indicated they intended to continue with rowing.

Differences by gender – Males (83%) are slightly more likely than females (75%) to indicate they are likely to continue with rowing.

Differences by age – Juniors (86%) are slightly more likely than adults (76%) to indicate they are likely to continue with rowing.

Reasons for not continuing with rowing (n=4) – The reasons given by 2022 participants who indicated they are not likely to continue with rowing are as follows:

- They don't like it enough to continue (2)
- They wanted to know what rowing is like and now they know (1)
- Too expensive (1)

3.3 Views of PRC coaches about 2022 program successes and challenges

Higher participation in Year 2 – Coaches confirmed through their observations that program participation was higher in 2022. They reported that participation in individual program sessions was very good, with “all the programs mostly filled”. They noted that, as in 2021, later programs in August had some openings, although these later programs “were more filled than last year”. There also was much higher participation in Try it Days, mainly because the lapsing of Covid-19 restrictions allowed the club to hold many open, public events.

Participant retention – All coaches were of the opinion that most participants in their sessions want to come back and row at the club next year. Coaches reported that most adult and junior rowers, and parents of junior rowers, said they really enjoyed themselves and they want to come back and continue rowing and improve their rowing skills.

Coaches also reported that there was "really good retention" among participants in the introductory LTR programs coming back for RTR sessions. They also said many participants in Try it Days signed up for subsequent LTR or RTR programs. There also were some people who tried an introductory rowing program and found that they did not like it. As one coach said: “In the end, that's OK”.

Program features that appeal to new rowers

Coaches identified several features of the 2022 PeterboroughROWS program that appealed to new rowers. There is a high level of correspondence between the features identified by coaches and those identified by 2022 program participants.

Being made to feeling welcome – As in 2021, the 2022 participant survey results show that almost all participants agreed they were made to feel welcome by the club. Coaches agreed that creating a welcoming atmosphere is essential for participant satisfaction and program success: “The atmosphere is very important. Both coaches and rowers were positive; “that shows and that's important to people”.

A sense of community and belonging to a club – A sense of community and feeling part of the club continued to be important to program participants in 2022. Like participants, coaches identified the importance of the club being community-based to participants’ sense of belonging and feeling welcome. They also identified the appeal of the social activities of the club and the new friendships made. Coaches agreed that the PRC community, “the club aspect, being part of a club” were very important to most participants. One coach said that having non-

rowing events for people in a small community like Peterborough is very helpful for community building.

Coaching – Time with coaches was an important feature for participants. Coaches reported that “people enjoyed being coached” and that they enjoyed some drills. They also said that the “enthusiasm of coaches” and “listening to people” were key factors contributing to participant satisfaction.

Some coaches discussed the importance of coaches talking together at the start of the summer about the purpose of the recreational rowing programs; that they have a common understanding that the programs are designed for people “to have fun, learn the basics, not to push to be competitive”. How to strike the right balance for new rowers between comfort and safety on one hand and being challenged on the other is an important subject for discussion among coaches. As one said: “You want to make it fun and show them how great rowing is. At the same time, you want to switch things up and expose people to different things”.

Different things for different people to match individual abilities and preferences – Coaches emphasized the importance of understanding peoples' preferences (e.g., type of boat) and accommodating them. As one said: “listening to people is critical to coaching a successful program... people want different things and you have to know what they want and what they enjoy”. There was a consensus among coaches that it is important to have a variety of teaching approaches to appeal to different people, which may be younger rowers who want to be with their friends (e.g., in bigger boats) or older rowers anxious about their rowing abilities who first need to feel comfortable and safe before they can enjoy themselves.

Coaches also emphasized the importance of encouraging people to try different things and different boats so that they realize they can be comfortable in all settings. One coach noted that encouraging a positive attitude at the start is important – “being up for a challenge and being OK with defeat and getting back and trying again is important”.

Learning the fundamentals of rowing – Coaches believe that learning the fundamentals of rowing is important for participants to enjoy their rowing experience: “learning the proper technique is really important”. Coaches reported that most people get comfortable within the first two days. Almost all participants in introductory LTR programs “stuck with it until they got it and got comfortable”. Some participants in Try it Days did not continue on to other rowing programs.

A sense of accomplishment – As in 2021, coaches reported that participants get a great deal of enjoyment from learning how to row. The first step is being comfortable about being on the water. Then there is great sense of accomplishment from learning techniques and mastering skills so that new rowers get comfortable enough to enjoy themselves. Participants enjoy achieving their "big milestones". They also are encouraged by seeing other more experienced rowers who started where they are now, realizing they can do it too.

A transition year emerging from the Covid-19 pandemic – Coaches reported that people were more comfortable in different situations at the club and in learning in larger boats this year without the same level of concern about Covid-19 as they had in 2021. Coaches also reported that 2022 rowing "was more fun", "more open", and that "people were more social, like talking on the dock after their sessions".

Program features contributing to success

Structure of the program – Coaches described the rowing programs as "well laid out". As noted previously, participants were very satisfied with the balance of program activities including the amounts of time spent on instruction and active rowing.

High quality coaching – Like both adults and junior participants, coaches agreed that the coaching team was well qualified, and that high quality coaching was delivered. Coaches believe that the team overall had the technical knowledge, rowing experience, and teaching ability to provide a very good rowing experience for new and less experienced rowers.

Equipment and safety – Coaches, like participants, rated the quality of equipment and safety procedures as very good. Coaches noted some equipment challenges, including the loss of a boat from an early season storm. Additional coaches in safety boats supporting the main fully-qualified coaches were identified as a big asset in 2022, both for safety and the additional attention that these supporting coaches allowed the main coaches to give to participants learning to row.

Try it Days – Coaches reported that the public, open Try it Days, which were not possible to hold in 2021 because of Covid-19 restrictions, were very successful. While all Try it Days were considered as successful, coaches rated the ones open to the public as "the best ones", "amazing", "fantastic", and said that almost all spots in every session were filled. Both coaches and junior rowers reported that these Try-it-Days brought out a lot of younger people and their parents. The open sessions appeal to people who are intrigued by rowing and might be interested, but who don't want to pay for a week-long session or a whole season to start.

Positive comparisons with other rowing clubs – Coaches with experience of other rowing clubs reported that other clubs do not have the same quality of staff and outreach for beginner programs (e.g., LTR). They said that other clubs tend to focus more on competitive rowing programs and rowers. In their opinion, the PRC’s LTR programs help people with no experience to get into rowing. A participant shared the same view in a comment made in the survey: “I took a Learn to Row with [another Ontario rowing club] a few years ago. I found the instruction and organization at Peterborough much better.”

3.4 Student Outreach Program

Program participation

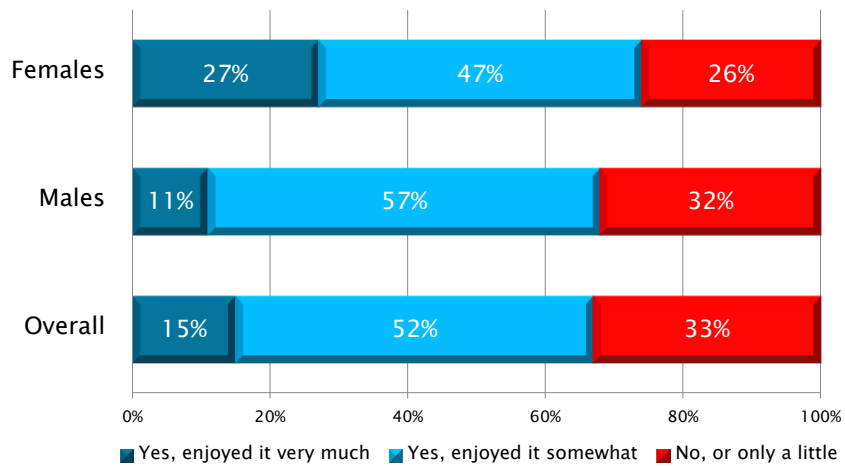
A total of 1,333 students participated in the in-class rowing sessions between March 2021 and December 2022. A total of 53 sessions were held at 14 different schools, including middle schools and high schools. During the 2022 calendar year, 691 students from 10 schools participated in 22 rowing sessions.

Outreach program student survey results

Previous rowing experience and introduction to rowing – Most students participating in the in-class rowing sessions had some previous rowing experience. For example, 90% of the students had used a rowing machine before – many of whom likely participated in PRC rowing sessions in Year 1 – and 31% had rowed on the water before. These figures are similar for males and females.

Enjoyment of the rowing program – Almost all students (86%) indicated that they enjoyed participating in the rowing program with rowing machines. This includes 33% who enjoyed it very much and 53% who enjoyed it somewhat. These figures were similar for students with and without previous rowing experience, both using a rowing machine and rowing on the water.

Did you enjoy participating in the rowing program using rowing machines?

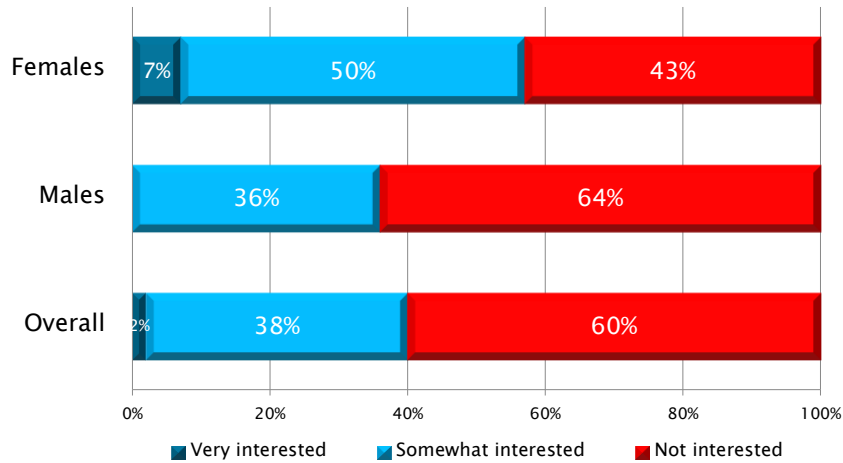


Source: 2022 In-class Student Survey; n=54

Interest in getting involved in rowing on the water – Well over a third of the students (38%) expressed an interest in getting involved in rowing on the water; 36% were somewhat interested and 2% were very interested.

- Interest getting involved with rowing on the water was higher among female students: 57% were at least somewhat interested compared to 36% of males.

Since participating in this rowing session, how interested are you in getting involved in rowing on the water?



Source: 2022 In-class Student Survey; n=47

Reasons for interest in rowing – The reasons given most frequently for being interested in getting involved in rowing on the water are because it is a good physical activity and workout (81%), and it is a fun and enjoyable activity (44%). Liking the competition (28%) and rowing being a challenging sport (28%) also are reasons why many students are interested.

Reasons for interest in rowing – “Why I am interested”

Reasons*	Females (n=12)	Males (n=22)	Overall (n=34)
Physical activity, it’s a good workout	75%	82%	81%
Fun, it is an enjoyable activity	50%	41%	44%
It’s a challenging sport	33%	23%	28%
I like the competition	17%	36%	28%
Peterborough has good rowing opportunities	18%	10%	3%

*Respondents can indicate more than one reason.

Reasons for lack of interest in rowing – The two reasons given most frequently for not being interested in getting involved in rowing on the water are a lack of time and being too busy (69%) and participation in other sports (62%). Not liking the equipment (27%) and the cost of participation (22%), and the distance to the club (16%) are less important reasons for a lack of interest for among students.

Reasons for lack of interest in rowing – “Why I am not interested”

Reasons*	Females (n=11)	Males (n=30)	Overall** (n=43)
Lack of time / too busy	64%	70%	69%
I participate in other sports	36%	70%	62%
Don’t like the equipment	27%	30%	27%
The cost of participation	27%	17%	22%
Too far to the rowing club	9%	17%	16%

*Respondents can indicate more than one reason.

**The results for two students who self-identified as non-binary are included in the overall results but not the breakdowns by gender.

Staff opinions and experiences with the program

A more successful program in 2022 – Coaches for the student outreach program reported that the sessions in 2022 went very well. All coaches said that the school program was much more successful than the first year of the program in 2021.

In-person sessions contributed to success – All coaches reported that the main reason for program success in 2022 was in-person coaching instead of online instruction with Zoom. Coaches said it was hard for some students to focus and get engaged with online instruction. They all thought that in person school sessions were much better than Zoom sessions because more students were paying attention and it was more enjoyable for all participants. One coach characterized the online sessions as "a struggle".

Providing both physical activity and fun – Coaches reported that students liked that the rowing sessions were “something new and different”. Coaches all said that making it fun is how you engage students and keep them engaged – something that was easier in 2022 with in-person coaching. Coaches said that participants are learning how to move their bodies and have fun, while they also learning about rowing and how to improve and get power in their strokes. One

coach emphasized that there always are a few students who have more trouble and “you have to try different things to make them comfortable”.

Coaching approaches and techniques contributing to success – Coaches said that students had fun and paid more attention when they added games and small competitions. Examples included short “races”, with the “winner” (coach or student) choosing an exercise for others to do. Coaches said that students had the most fun when it was “a little bit competitive” and “when we have little competitions”, such as who can get the lowest split time over 10 strokes. One coach said it was important that the coach exercise with the students. Another said that students liked the music.

Session structure – Two of the coaches said that a more formal schedule and structure for the school sessions would help give coaches a better outline to follow. A different coach on one day does not necessarily know what the coach on the previous day covered. In their view, a more detailed outline for everyone to follow would help coaches and be better for participants. As one said: “I definitely need a more detailed framework... a schedule that is the same for all coaches, to give them something to follow without having to improvise as much”.

Program promotion – Coach reported that the PRC and school outreach program had good exposure at local schools and universities. As one said: “There is a lot of advertisement there”. Coaches said that having contacts in the schools, high schools in particular, through club coaches and rowers who attended the schools in the past is an advantage for program awareness and promotion in the schools. One coach said that awareness created through the 2022 school outreach program should be very helpful for filling up the junior spaces in the club’s 2023 summer rowing programs.

3.5 Participant and staff concerns and suggestions for program improvements

Program participants, competitive junior rowers and staff identified some challenges and shortcomings in the 2022 programs. They also had suggestions for where improvements could be made. These are organized under the following heading: communications, programming, coaches and coaching, equipment and facilities, and program promotion.

Communications

A few participants thought that their program was not well organized and that good communications was lacking. Following are some concerns identified by individual participants:

- A participant thought that beginner rowers were ignored by staff who were focusing only on juniors.
- A member – one very satisfied with the rowing programs – said they were told at the time of registration that an exercise program during off-season months was included in the membership fee; they were later told that running was being offered, but that a gym membership would be with an additional cost.
- One participant said that they found it “really hard to keep in touch with the coaches” during the summer when they were learning how to row. They wanted to know how to get more involved with the sport.
- A participant wrote that information from the club often came too late or they did not receive needed information. They advised: “Try to get info out to participants in a timely manner”.

Providing more in-session information – A couple of participants thought there should be some debriefing following each lesson and that “pertinent information shared for next session”. One participant recommended that the club provide demonstrations and/or videos of what is being covered in the lessons to provide participants with a visual reference.

More information about future rowing opportunities and options – Some people wanted to know more about what comes next. As one said: “It was great to try... I didn't get any information about additional programs. It was really a try this, now you can leave.” Another participant wrote that the club could improve the program, particularly for new rowers, if more information was provided to rowers about the range of programs available: “at the end of the summer, people left not knowing that they could keep rowing.”

Using a Slack channel for communications – Some participants noted that they liked the Slack channel, which they said is a good way to communicate with members and a good innovation

to improve communications. One participant wrote: “I enjoyed being part of the Slack channel. This was the first time I've been part of social media with the club. Communications in the past has been poor. I hope this will continue. It creates a much better sense of belonging.”

Programming

More skills assessment, with participant input – Participants appreciated that the programs included people with a variety of rowing skill and experience. A few suggested more early assessment of how comfortable people are with “going in a boat by themselves when they have never been on the water before”. One participant suggested that the rowing pool at Trent University could be a resource to help first timer rowers get comfortable in a boat. Another wrote that “it would have been nice to have a bit of input into what type of rowing experience was preferred (e.g., sculling vs. sweeping or single vs. quad)”.

Continue with the open, public Try it Days – There was a strong consensus among coaches that the open public Try it Days were very successful, very well attended, well run, and “so much fun” for participants. Coaches reported that many participants later signed up for LTR sessions. One coach advised that the sessions being free was important, especially for students.

Seasonality and timing – For school age youth, there is a lot of competition from other sports in the Spring when field sports like soccer and lacrosse are starting up. Some junior rowers suggested starting programs earlier: “When you start training a little earlier you can get more people into it.” An adult participant commented that the earlier start time in 2022 was a challenge for them: “getting to the club for a 5pm row is challenging for a full-time person working downtown. Last year it was 6pm which made things a lot easier.”

More formal outline for sessions – For LTR and RTR programs, a couple of coaches thought it would be helpful have a more defined course outline for participants to know what will be covered during each LTR or RTR session over the week. Other coaches thought that the current course outlines and structure are good. They also said that participants tell coaches what they want to cover and that this interaction generally is satisfactory.

For in-school sessions, coaches said that a more formal outline of course content and delivery would be very helpful because coaches often change from one day to the next. With a course outline (“framework” was the word used by one coach), a different coach would know what was covered in the previous day.

Other specific programming suggestions – Participants made a number of specific suggestions about what they would like to see in the programs:

- *On land training* – One participant wanted more time for instruction on land: “I do think it would be better to have a bit more time spent off water on the erg for beginners to learn positioning and stroke. It would also give better opportunity for questions and clarification. Overall, it was an excellent experience.” Another preferred more time on the water: “I appreciated the effort to maximize time on the water rather than other things like using the ergs.”
- *Warm-ups* – “A warm-up would be smart. Especially in learn to row. We would just get there and jump into boats.”
- *More time in smaller boats* – “I know it might require more instructors but more time in smaller boats.” Another participant suggested this is important for beginner: “Having beginner rowers in their own shells from the outset seems important.”
- *More rowing programs* – “I’d say the quality of the programs are very high, but I wish there was more quantity, as in more programs through the year, specially in late winter/early spring.
- *A longer season and more time on the water* – “It would be nice to have more time out on the water for returning rowers in future years, starting earlier in the season and going later in the season, if possible... I would be willing to pay a larger sum for the program for the possibility to spend more time on the water.”
- *Rowing bootcamp* – “I’d really be interested if there was a ‘rowing bootcamp’ mostly focusing on the strength building and conditioning aspect of the sport.”
- *More efficient registration* – “On the first night the check in process could be a bit faster... It was very well run overall, that was the only small place I could think of for any improvement in terms of the process.”

Coaches and coaching

Participant opinions about the characteristics of good coaches – Program participants agreed that coaches are of paramount importance to a successful program and a positive experience for new rowers. They identified some characteristics of good coaches:

- *Energy and enthusiasm* - “Their energy and enthusiasm are what carry the club and makes athletes excited about your programs and want to return”. “Coaches need energy and friendliness as well as knowledge of rowing and how to teach the basics to instruct others”.
- *Engaged and attentive to participants* – “Coaches need to be totally engaged with clients”.

- *Personable and friendly* – “Coaches need to be personable, friendly people who are interested in making the program fun and interactive between participants. It’s awesome that the coaches were all experienced rowers, but this isn’t what keeps people engaged and involved in the club.”

Some inconsistency with engagement and attention to rowers – Participants reported that some coaches were on occasion distracted on their phones, with their colleagues, on picnic tables, eating, etc.

- While noting some positive aspects of their program, one participant wrote that the first day did not go well: “The one coach on our first day did not truly participate in our lesson and at times it felt like they maybe did not want to be there, however the second one [coach] working was wonderful and patient and encouraging.”
- Another participant wrote that “some coaches were excellent - very welcoming, helpful, and engaging. Other coaches seemed to brush us aside, make us feel less important than younger rowers and made it difficult to get help when needed (by us I mean older rowers who are new to the sport).”
- A third participant wrote: “I enjoyed rowing this past summer. It was a fun sport to try and get into. Some of the coaches were very nice and helpful, but a handful of them weren’t as engaged as a coach role as they could have been.”

Some inconsistency with being personable and friendly – One participant reported that “the coaches had their moments of being friendly and engaged, but unfortunately, they were often aloof, avoidant, and sometimes unfriendly”. Advice for coaches included: “simple things like introducing themselves and other members, timely starts, friendly interactions or directions, greeting and saying goodbye to participants ... these were not the norm as would be expected from coaches”. Another participant advised the club to “find coaches who really want to be there and will work to create a community; this will retain participants and encourage new ones to join.”

Dealing with the different abilities, interests and preferences of new rowers – Coaches all agreed on the importance of being able to respond to different abilities, interests and preferences. They have to be aware of where people are on the learning curve and when to introduce new skills and techniques. Starting to row can be a challenge for some. As one coach noted: “some people would get a little frustrated at first before they learned how to do a particular skill”. Coaches reported that process of assessing individual rowers usually goes well and happens quickly, usually on the first day. However sometimes, as one coach noted, “this can be tough”.

All coaches agreed that the extent to which a particular group of beginners need extra attention is difficult to predict.

Coaches reported that they have a check-in each week about how individual participants are doing. One emphasized the importance of this check-in: “We have to stay diligent about doing this, checking with each coach during each session”. Coaches indicated that they collaborate often and discuss if people are struggling. Their experience about what works and what doesn't work is important. As one said: “It's a judgement call about what to do”. One coach said that some pre-session briefing about how to handle different situations could help coaches.

Safety boat coaches – For the 2022 season, the club employed some staff who were not certified as coaches but who provided support for certified coaching by working in safety boats. These coaches could go out with someone trying something new and keep an eye on them and give them safety tips. All regular coaches found this support very helpful. As one coach said: “This really helped. It allowed coaches to go back and forth to help different people while the main group was in safe hands. Being able to have these helpers would be very good next year.”

Other junior coaches – One coach reported that two high school students who moved quickly through LTR to competitive in 2022 were hired to help regular staff for Try it Days. Although they were not allowed alone in boats, they were very helpful for assisting participants. They also gained experience.

Number of coaches – Both participants and coaches agreed that the class sizes are good. Nevertheless, in the words of one coach, “the more coaches we have the better, to allow as much one-on-one attention as possible. This is particularly important to help people who are struggling a bit.” Another coach agreed, saying: “More coaches always are helpful... both qualified coaches and support coaches for back-up”.

Coach training and coaching resources – Coaches agreed that current training for coaches related to the PRC programs generally is good. There are some courses on the Locker, there is a LTR course, and new coaches have some job shadowing with more experienced rowers who lead and show what to cover in a particular type of session. One coach said it would be very helpful if Rowing Canada could offer a session with advice and techniques about how to coach. While noting that there was a classroom session in November 2022, they said that it also would be helpful to have an overview and outline of what to go through when coaching. They suggested, as an example, "a half-day classroom session that provides us some foundational resources".

Some participants thought that additional training is needed for some coaches. These related also exclusively to dealing with participants rather than technical rowing skills and teaching.

- “I think the young people need a bit of training, like introducing themselves and others.”
- “I think this program is a great resource and opportunity for the community, and I am very glad that PRC offers this program and hope it continues in the future. It could be improved by reminding young coaches that adult members are valued customers who may return year after year, and deserve to be treated with respect and receive coaching advice, just as they would for younger members.”
- “Some better at coaching than others for sure. Some were understanding and patient and answered questions. Others expected you to know things that you didn't know.”
- “A few times it was evident that the coach didn't want to be with you and wished they were with someone with more experience. I was in the Learn to Row class.”

Structuring the coaching schedule differently – One of the coaches thought that individual coaches should be assigned to focus on particular programs (e.g., LTR, RTR) to give more consistency of instruction. In their view, this would allow coaches to gain more skill and experience with particular groups and types of rowers. They noted that with LTR groups they have only three sessions to teach them: “having the same coach for three days would be better for them”.

Making coaching jobs more appealing – Staffing part-time coaches is an ongoing challenge for the PRC. A coaching pool of mostly students with many demands on their time, the variability of rowing program schedules, and difficulty of predicting demand all contribute to the staffing challenge. Most coaches think the pay is reasonable. The PRC's flexibility in allowing part-time coaches to sign up for the hours they want also is considered a positive feature of employment.

Current coaches had some suggestions for making the job more appealing to other part-time coaches. The suggestion made most frequently was to provide part-time coaches with some certainty about the number of hours they will work. Not knowing how many hours they will work is a deterrent to working part-time for many students. Some coaches emphasized however, that the number of hours should be established to suit the circumstances of an individual rather than being a set standard number of hours for all coaches.

- “There are a lot of people who want to coach, but they need to know how many hours they will work... Guarantee a minimum number of hours per week or for two weeks... 6 hours is good, 10 would be better.”

- “The club should budget for 1-2 part-time coaches every night, even if there aren't sessions. There is always work to do, including for standby work during sessions. Give them enough hours. Having more coaches would increase participant satisfaction.”
- “It may help to be specific to the coach rather than having a single standard number of hours for all coaches. Some may not be able to work more than 6 hours.”
- “More certainty of hours is important, but the number of hours needed varies by the individual. It's subjective to the person, discuss that with the person...”
- “Setting a standard minimum for everyone would not be good; some could not work the minimum” (e.g., if a student has a summer course).

Equipment and facilities

Participants and coaches generally think that the club’s equipment is good to excellent. One coach indicated that some of the equipment is getting older and less reliable. Some equipment was damaged in 2022 in an early-season storm. Coaches agreed that “ongoing renewal is important”. One commented that “the new equipment was great”.

One coach noted their lack of experience using equipment for rowers with disabilities and some challenged using this equipment in 2022. They indicated that some additional training would be helpful.

- “At first, we didn't know how to use some safety equipment for people with physical disabilities. We are young competitive rowers, and we can forget that specialized equipment is available, or how to use it when available. We could use some training.”

There were only two comments about equipment made by participants in the survey, and one dealt more with coaching than the boat in question.

- “One of the coaches commented that the boat I was using was likely too small for me. The seat was maybe too high. (I had four swims in three sessions.) I would suggest taking the time to properly size the boats to each participant. As a 'learner' I need every advantage to stay in the boat.”
- “Only boats were cleaned. Blade handles were never cleaned or wiped down.”

One coach emphasized the need to upgrade washroom facilities: “there are not enough and they are not in good condition”. They reported that “participants have made comments about poor washrooms”.

Program promotion

Members reaching out to new rowers – Both participants and staff advised the PRC to continue to encourage club members, particularly adult members, to talk with people about rowing at the PRC. Coaches agreed that a lot of successful outreach comes from the club's own master rowers.

Creating a social space for new adult rowers – To reach more new adult rowers, a participant advised the PRC to become more of a social space for adults.

- “I see a lot of older adults who are looking for recreational activities, some of whom have rowed in college or high school... Currently it is a social space for youth and young adults - the athletes - which is terrific, but it could be expanded if the recreational and learn to row programs continue to be successful. Sometimes with older adults they are looking for social connection as well as a sport or fitness outlet.”

Cross-promotion with Try it Days – Coaches reported that the open public Try it Days were a very good way to generate interest in the other programs., with many participants in Try it Days subsequently signing up for LTR programs. Coaches also reported that participants in an open Try it Day brought in two groups for Try it Days. Coaches said that the club could do more cross-promotion during Try it Days next year.

Move away from email communications with junior rowers – Coaches said that communications with junior rowers is based too much on e-mails, and that using other platforms would be beneficial. They advised the PRC to place more content on the club's Instagram and Facebook pages.

4.0 Summary of Findings with Implications for Year 3

Continuing success of PeterboroughROWS and validation of the approach

Validation of the program design and approach for attracting and retaining people new to rowing – The Peterborough Rowing Club had continued success with the second year of the three-year PeterboroughROWS program. There was a significant increase in the numbers of participants in 2022 across all recreational programs. Most important for PeterboroughROWS, the club attracted many people new to rowing. A majority of participants in 2022 (58%) had never rowed on the water before. A majority of these participants intend to row again next year.

Participant satisfaction remains very high – Most 2022 participants enjoyed the PeterboroughROWS programs and were satisfied with the program content and delivery, time spent on the water, coaching and instruction, equipment, safety and other features of the programs. Almost all participants (90%) were satisfied overall with the 2022 recreational rowing programs. The PRC can continue to build on the successes of the first two years of PeterboroughROWS without making any significant changes to the program design or delivery.

Potential increase in demand for programs in 2023 and need to increase capacity – A number of factors point to a potential increase in demand for 2023 programs.

- Most participants in 2022 programs expect to return in 2023.
- There were many more participants in Try it Days in 2022. Coaches reported that many of these participants expressed an interest in 2023 summer programs.
- Coaches also reported that many students in the in-class rowing sessions expressed an interest in 2023 summer programs. They expect some of these students to register as juniors in 2023 summer programs.
- Most participants learned about the PRC programs through word-of-mouth from club members, previous participants, other rowers, etc. With higher participation in 2022, there should be broader awareness of the programs and an expanded pool of potential new rowers in 2023.

Expanding the programs and increasing the numbers of participants has implications for coaching, equipment and management.

Communications and program promotion

Target audiences for 2023 program promotions – Most 2022 participants heard about the 2022 PeterboroughROWS programs from family (43%), club members (30%) and friends (23%). As in

2022, PRC members and previous program participants remain as the priority groups for direct communications about 2023 programs. Other important target groups include 2022 Try it Day participants and students in schools participating in the School Outreach Program.

Key messages – Key messages to potential new rowers continue to be that anyone can row, that rowing is for everyone, and that these programs are an easy way to try rowing.

Improving communications with participants – Some participants experienced problems with communications and identified areas where improvements could be made. These include providing more timely information about programs, providing more information about future rowing opportunities (what’s next for them), having opportunities for participants to keep in contact with their coaches, and relying less on emails for providing information to junior rowers.

Coaches and coaching

Coaches’ abilities to adapt and respond to the varying needs and interests of new rowers – Coaches have to be able to support and provide instruction to beginner rowers with highly variable athletic abilities, coaching needs and program preferences. Coaches, as a team, must quickly figure out how to organize particular rowing sessions so that new skills and techniques are introduced to different people in an appropriate way. Coaches generally were rated very highly by participants for responding to their different needs and providing a high-quality rowing experience.

Need for some improvement in how coaches can support new rowers – People new to rowing often are anxious about being in a boat on the water. Some of these people need extra direction and attention from coaches when they start, and this may not be evident to coaches. Some participants expressed frustration that their coaches were not sufficiently attentive to their needs as beginner rowers. Coaches agreed that identifying the needs of beginners for extra attention can be difficult, and that coaches need to work together to assess their needs.

Meeting the need and demand for coaches in 2023 – Coaches generally agreed that there was enough coaching resources in 2022 and that the needs of participants were met. They also agreed that having more coaches could improve the experience for rowers. They said that the support “safety boat” coaches hired in 2022 were a great asset: they provided some guidance and advice directly to rowers, and they allowed the main coaches to spend more time with individual rowers who needed help.

Attracting and retaining part-time coaches is a challenge for the club. The need for part-time coaches varies by a number of factors including the number of course registrations, the scheduling and timing of the sessions, and the weather. Also, the pool of coaches is comprised mostly of university students with busy and variable schedules. Coaches in 2022 had some suggestions for how the club can attract and retain part-time coaches in 2023.

Positive impacts of program participation on physical activity and physical fitness

Participation in the 2022 PeterboroughROWS programs had a positive impact on both physical activity levels and physical fitness. According to participants, they increased: 1) their overall level of physical activity during both the rowing season and the off-season; and, 2) their overall level of physical fitness.

- Overall level of PA during the rowing season – 79% reported an increase, including 30% who reported a large increase.
- Overall level of PA during the off-season – 41% reported an increase, including 16% who reported a large increase.
- Overall level of physical fitness – 75% reported an increase in physical fitness, including 16% who reported a large increase.

The increases in physical activity levels reported by participants in 2022 were higher than what participants reported in 2021.

Appendices

Appendix A: Performance indicators and other measures (by data source)

The following tables present the types of data and performance measures that will be used in the evaluation of PeterboroughROWS.

From administrative data

Performance indicator	Breakdowns and details
Number of participants – by year	<ul style="list-style-type: none"> • Adult recreational: Learn to Row, League • Adult competitive • Youth recreational: Learn to Row, League • Youth competitive • Try it Day • Other: corporate, custom programs, special events • Breakdowns by gender and age
Repeat registrations / Retention	<ul style="list-style-type: none"> • number and percent of returning participants: adult and youth; by type of program
School outreach – by year	<ul style="list-style-type: none"> • Number of events, by type • Number of participants

From participants:

Performance indicator	Breakdowns and details
Attitudes and opinions	<ul style="list-style-type: none"> • Sources of awareness (how participants heard about the program) • Increased awareness and appreciation of rowing as a recreational activity and sport • Increased enjoyment of rowing • Satisfaction with the program – overall and by program features • Likelihood of continuing with rowing after the program • Reasons for continuing /not continuing with rowing • Perceptions of improved level of fitness
Learning	<ul style="list-style-type: none"> • Ratings of what was learned (e.g., how much, how useful) • Ratings of the coaches' knowledge and ability to communicate

	<ul style="list-style-type: none"> • Influence of what was learned about rowing (from the program; from coaches) on the likelihood of continuing with rowing after the program
Behaviour	<ul style="list-style-type: none"> • Previous experience with rowing: overall; with PRC • Time spent rowing (e.g., hours per week) and in related physical activities during the rowing season. • Changes in overall level of physical activity: during the rowing season; during the off-season • Impact of program on changes in overall level and types of physical activity
Areas where the program could be improved	<ul style="list-style-type: none"> • Content • Delivery • Practical considerations: e.g., timing, length • Quality / availability of equipment • Other

From PRC staff and volunteers:

Performance indicator	Breakdowns and details
Strengths and weaknesses of the program	<ul style="list-style-type: none"> • What works well; why? • What is not working well; why?
Achievement of objectives and reasons; why or why not	<ul style="list-style-type: none"> • Outreach, promotion and recruitment • Programming • Program delivery • Participant feedback
Areas where the program could be improved	<ul style="list-style-type: none"> • Content • Teaching/coaching and learning • Recruitment and training of coaches/instructors in subsequent years • Practical considerations (e.g., timing, length) • Equipment availability and quality • Outreach activities/marketing and promotion • Allocation of resources • Other

Appendix B: Participant Survey – annotated with overall statistics



PeterboroughROWS Participant Survey 2022

Introduction

We want to hear your opinions and comments about our programs for recreational and junior rowers and how the programs could be improved. This survey includes mostly two types of questions: rating scales asking for your opinions about the program and open-ended questions that allow you make any comments you want about your experiences with the program. The survey should take about 10 minutes to complete. You can pause mid-survey and return at another time if you want.

To begin, we would like to know a little about your previous rowing experience.

1. Have you ever rowed on the water before participating in your 2022 PeterboroughROWS sessions(s)?

Yes41.9%
No58.1% n = 43

Previous experience at the Peterborough Rowing Club

2. Have you ever rowed at the Peterborough Rowing Club before?

Yes, in last year's program 47.1%
Yes, I didn't row last year but I have rowed at PRC before 17.6%
No 35.3% n = 17

Opinions about your experiences with PeterboroughROWS

3. How did you hear about the PeterboroughROWS program offered in 2022? (Check all that apply.)

Club member	30.0%
Friend	23.3%
Family	43.3%
Social media.....	23.3%
At another sport club or activity.....	3.3%
At a community group meeting or activity	0.0%
Local announcement (e.g., a flyer).....	0.0%
Other (please specify)	30.0%

n = 37

4. Do you agree or disagree with the following statements about the program?

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	n
a. Participating in the program increased my enjoyment of rowing	2.6%	0.0%	5.3%	34.2%	57.9%	43
b. The program leaders and coaches made me feel welcome	0.0%	5.3%	10.5%	34.2%	50.0%	43
c. I appreciate rowing as a recreational sport and activity more than I did before participating	2.6%	2.6%	5.3%	23.7%	65.8%	43
d. The coaches and leaders provided a high-quality rowing experience	0.0%	2.6%	13.2%	28.9%	55.3%	43

5. Do you have any comments for the Peterborough Rowing Club about running this type of program?

Program content and delivery

Next, we have a few questions about more specific aspects of the program.

6. Were you satisfied or dissatisfied with the following aspects of the program?

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied	n
a. The extent to which the rowing techniques covered in the program suited your needs and interests	0.0%	2.6%	0.0%	34.2%	63.2%	38
b. The balance of the recreational and competitive sides of rowing	0.0%	0.0%	11.5%	34.6%	53.8%	26
c. The balance of the time spent in rowing instruction and active rowing	0.0%	8.1%	2.7%	24.3%	64.9%	37
d. The overall way the program was organized and delivered	2.6%	0.0%	7.9%	47.4%	42.1%	38
e. The quality of the equipment we were able to use	0.0%	2.7%	10.8%	37.8%	48.6%	37
f. The safety of the equipment and COVID-19 procedures (washing boats, etc.)	0.0%	5.9%	5.9%	29.4%	58.8%	34
g. Practical considerations such as the timing and length of the program sessions	0.0%	8.1%	8.1%	27.0%	56.8%	37
h. Your overall satisfaction with the PeterboroughROWS program	0.0%	2.6%	7.9%	28.9%	60.5%	38

7. Please add any comments here.

Improvements to the PeterboroughROWS program

8. Let us know about any ways in which you think the program could be improved. Please consider the elements covered in the previous questions as well as anything else you think could be improved.

9. Every year the PRC selects rowers for club awards. Among recreational programs, they are looking for rowers who demonstrate the love of rowing for rowing’s sake, enthusiasm, coachability and a willingness to try new things.

For your program, who do you think should get the club award, and why?

Rowing and other sports and physical activities

10. During the 2022 rowing season, approximately how many hours per week did you spend on average in...

Rowing and rowing-related training (erging, weight training, etc.)

Min 0.5 Max 12.0 Avg = 5.6 n = 14

Other sports and physical activities

Min 2.0 Max 10.0 Avg = 6.0 n = 13

11. Would you say that your participation in rowing led to an increase or decrease in each of the following?

	Large Decrease	Decrease	No Change	Increase	Large Increase	n
a. Your overall level of physical activity during the rowing season	0.0%	0.0%	21.2%	48.5%	30.3%	33
b. Your overall level of physical activity during the off-season	0.0%	6.3%	53.1%	25.0%	15.6%	32
c. Your overall level of physical fitness	0.0%	0.0%	25.0%	59.4%	15.6%	32

12. Please add any comments here.

13. Considering your experience and what you learned about rowing, how likely is it that you will continue with rowing in 2023, either with the PRC or somewhere else?

Not at all likely	Not likely	Somewhat likely	Likely	Very likely	n
0.0%	9.4%	12.5%	21.9%	56.3%	32

14. If you are not likely to continue with rowing, please indicate why. (Check all that apply.)

No time, could not fit it into my schedule.....	0.0%	
Too far to travel	0.0%	
Too expensive.....	25.0%	
I don't like it enough to continue	50.0%	
I wanted to know what rowing is like and now I know	25.0%	n = 4

Other (please specify)

Conclusion

15. To conclude, do you have any other comments about the PeterboroughROWS program or advice for the Peterborough Rowing Club about running this type of program?