

Durham Regatta AGM 15 November 2023

Work Programme

Activity	Thoughts on 2023	Proposals for 2024
1 Presentation	<ul style="list-style-type: none"> • Challenges in setting up in a venue away from the Regatta site • Clubs would appreciate advice on a dress code • Request that where possible winning clubs attend the Presentation • Need to consolidate number of different prizes 	<ul style="list-style-type: none"> • We hold the Presentation on the Regatta site so that we can help set up and have closer oversight. Winners will be on site • In 2023 DARC will have a marquee on site in advance of the college fashion shows after the Regatta. I propose we use that and the changing rooms, bar, toilets at DARC • Participants will be able to see the trophies and prizes on Sunday afternoon • We give 3 types of individual prize – identical undated tankards for non-championship events, gilded tankards for senior events, hip flasks for championships

		<ul style="list-style-type: none"> • We have an area for photographs with trophies with a branded Regatta backdrop • We have the trophies on a slightly raised platform behind the tankards/hip flasks on a lower table so we are not reaching over the trophies. We can then access trophies for photographs • We ask clubs to tell us if they will not make the presentation and don't read out non-attendees • We have a dress code
<p>President's Marquee/Sponsorship</p>	<ul style="list-style-type: none"> • President's Marquee appreciated by guests but opportunities to build on this success • Critically important that we secure corporate sponsorship and explore a "corporate" offer 	<ul style="list-style-type: none"> • Continue to develop our good relationships with local sponsors many of whom have supported the Regatta for many years via our current Sponsorship Officer • Appoint a Corporate Affairs and Sponsorship post • Set a budget for sponsorship • Sponsorship package to include hot lunch/afternoon tea

		<ul style="list-style-type: none"> • Consider a suitable location for a corporate area • As part of the financial plan move away from gate fees to sponsorship • Hire some tables, chairs, deckchairs, parasols, awning, metal cutlery, china plates and glasses for the President's Marquee • Offer a vegan/vegetarian/gluten free option • Have a dress code for the President's Marquee • Hire a President's Marquee with see through sides • Ensure that Regatta Committee members and Vice Presidents are identifiable via a Regatta blazer
<p>Communications/Marketing/Merchandise/Programme/Entertainment/Food</p>	<ul style="list-style-type: none"> • Sound platform on which to build with many long standing exhibitors and entertainers • Well used website • Growing interest from TV companies 	<ul style="list-style-type: none"> • Communications Plan would help earlier engagement with the media, improved social media presence and ways of "building up" interest such as athlete and club profiles

	(The Yorkshire Vet) and national magazines (The Field)	<ul style="list-style-type: none"> • Opportunity to use “What’s On” Guide and County Durham News • May need to consider a Food Court on site as interest grows • Opportunity to offer branded merchandise in partnership with a third party provider
Site	<ul style="list-style-type: none"> • Foundation of a successful Regatta and recognised as a strength • Need disabled ramp between Classic Cars and towpath • Issue with discount access card for a disabled person 	<ul style="list-style-type: none"> • Should consider options for corporate entertainment area, Food Court, Retail Zone
Safety Boats	<ul style="list-style-type: none"> • First year of partnership with new provider generally successful 	<ul style="list-style-type: none"> • Some refinement of operating procedures underway
Commentary and PAL TV	<ul style="list-style-type: none"> • Valued part of the Regatta • Good relationship established with PAL TV 	<ul style="list-style-type: none"> • Experienced commentators to mentor/support new commentators • Advice note on rowing terms and description of the course useful

		<ul style="list-style-type: none"> Chairman and Secretary to attend commentators briefing
Umpiring	<ul style="list-style-type: none"> Essential to a successful Regatta and input appreciated 	<ul style="list-style-type: none"> Look at Umpiring Schedule to maximise the time of experienced Chairman and Secretary to attend Umpire Briefing
Volunteers/Gates/Entry	<ul style="list-style-type: none"> Cyber security/safeguarding breach at Briefing 	<ul style="list-style-type: none"> Procedure for Facebook posts with Zoom link needed Earlier and wider call for volunteers Double checking attendance required Advertise for volunteers earlier Move to increase cashless Gates Need to emphasise that “complimentary entry” is available to recognised categories of competitors, sponsors, trade stands etc.
Racing/Results	<ul style="list-style-type: none"> Very busy schedule on Saturday Ran to time on Sunday 	<ul style="list-style-type: none"> Review events offered and timings on Saturday Training session for College Maiden/Novices on Friday

	<ul style="list-style-type: none">• Lightweight weigh in should be early morning	<ul style="list-style-type: none">• Look at how we broadcast results
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30 October 2023