

Gig rowing is growing at an extraordinary rate. The demands of managing this expanding sport are exceeding the capacity of the CPGA volunteer team. To govern the sport effectively, the CPGA must grow and change in line with the sport.

Earlier this year the CPGA carried out an extensive survey of the membership. Clubs told us what support and services they need and we listened.

With financial support from Cornwall Council and the Cornwall and Isles of Scilly Local Enterprise Partnership we engaged consultant, Kevin Brownridge. Kevin's recent work includes managing the production of the business plan and fundraising strategy for Krowji (a £7 million centre for the creative industries in Cornwall) and writing the business plan for Kresen Kernow, the new Cornwall £17m archives building.

We have worked with Kevin to draw on the feedback from clubs to develop an ambitious strategy for the sport. It aims to help the sport thrive whilst maintaining all that makes our gig rowing community extraordinary.

Clubs are the voting membership of the CPGA. Your club will be invited to an EGM (Extraordinary General Meeting) later this Spring to vote on the adoption of the strategy.

As a member club of the CPGA, we ask that you consider how your vote best supports the objects and interests of the CPGA CIO. We suggest that you use the resources below to hold a meeting with your committee and/or whole club to decide on your club vote.

To help support you in this process we are sending you resources via wetransfer.com (please download them promptly) including:

- Film – An Introduction to the Business Strategy by Kevin Brownridge as presented at the 2021 AGM.
- Powerpoint Presentation- An Introduction to the Business Strategy (the same presentation featured in the film).

This is an exciting time for gig rowing and we know that this is a pivotal moment in the development of the sport. We appreciate that you will have lots of questions and we are here to answer them. We would like to invite your club representative to an 'Online Q and A Forum'.

Please see available dates and book your session here: [Online Q & A](#)

You are also welcome to send questions relating to the Business Strategy via email to: [secretary@cpga.co.uk](mailto:secretary@cpga.co.uk)