



active
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The Social Impact of
the LYR Active Row
Programme

July 2023

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Executive Summary

LJR commissioned a Social Impact study to quantify the benefits for young people of taking part in its Active Row programme, with a particular focus on young people's wellbeing.

The study, carried out by State of Life, a specialist Social Value consultancy, showed that Active Row is a highly effective intervention, both in absolute terms and in terms of value for money. The outsized benefits experienced by those from ethnic minority and lower socio-economic groups suggests that Active Row can be a key tool to broaden access to the benefits of participating in sport.

The study focused on young people who took part in Active Row London between 2017 and 2022. The Active Row programme continues to run in locations across the UK.

Key Findings

1

Young people taking part in Active Row show large improvements in all measures of individual wellbeing, are more physically active with better attitudes to physical activity, and are more resilient.

2

Active Row helps “level up” - participants from ethnic minority backgrounds gain benefits 4x greater than their peers, while those eligible for free school meals enjoy 3x the benefits of their peers.

3

Assessing the cost-benefit of Active Row using HM Treasury's Greenbook methodology indicated that for each £1 invested in running Active Row £40 of social value is generated in the form of improved wellbeing for young people.



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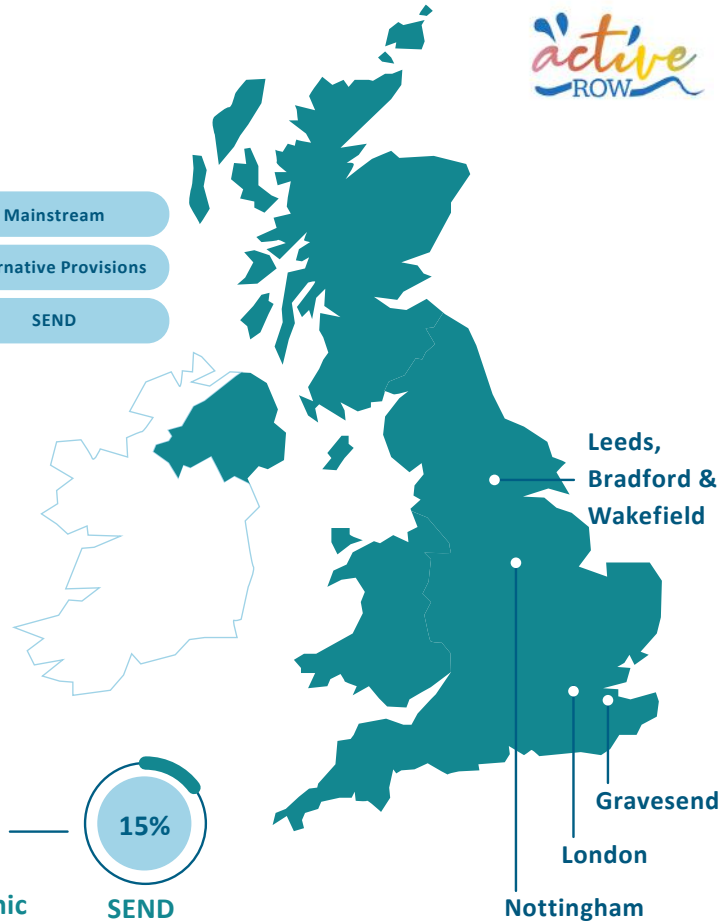
The Active Row Programme

Active Row is LYR's flagship school rowing programme, currently working in over 110 state secondary schools. Active Row helps young people improve physical activity levels, boost wellbeing and build key life skills.

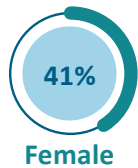
Active Row runs in schools with a high percentage of pupil premium students. LYR provides free equipment and coaching to ensure that everyone can take in the three elements of the programme; school-based indoor rowing clubs in the winter, on-water rowing in the summer and regular in-person and online competitions to sustain engagement. Active Row is delivered by LYR's team of qualified coaches, skilled at engaging young people to try rowing for the first time. Teachers receive training to help build sustainable long-term delivery.



- Mainstream
- Alternative Provisions
- SEND



4422
Total number of participants across all 2022 programmes



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The Social Impact Study

In late 2022, State of Life, a social value consultancy, designed a bespoke survey to investigate the impact on the wellbeing of young people of taking part in Active Row.

The survey received 525 responses from pupils at Active Row London schools, split approximately 50/50 between participating and non-participating pupils. State of Life analysed the results to quantify the impact of Active Row on young people's wellbeing. Further analyses investigated how other variables impacted wellbeing outcomes, including frequency and duration of participation, type of activity undertaken and participant demographics. The social value arising from the programme was monetised using HM Treasury's Green Book methodology and compared to costs to generate a social cost-benefit value for the programme.

A detailed report including full detail on methodology and results generated is available on request.



Key Findings

10 key findings from the study show that Active Row is a highly effective intervention to boost mental and physical wellbeing for young people.



The Active Row model opens up the benefits of rowing for young people who need it the most.

Active Row Participants



29%
eligible for free
school meals

45%
from 30% most
disadvantaged areas



Active Row helps young people be more physically active.



Active Row participants did 30+ or 60+ minutes of exercise on more days per week than their peers and had higher motivation and enjoyment levels from taking part in sport.



Young people taking part in Active Row have better wellbeing.

Active Row participants showed large and statistically significant improvements in all the key ONS measures of individual wellbeing - life satisfaction, happiness, (reduced) anxiety and a sense of life being worthwhile.

% increase in ...

+ 4.6%

Life Satisfaction



+ 5%

Happiness



+ 6.2%

Sense of life being worthwhile



Young people taking part in Active Row are more resilient.

Resilience

6%

increase vs peers



Key Findings

5

Indoor Rowing, On Water Rowing & Competition all boost wellbeing.

All three types of physical activity delivered through Active Row produced a similar and substantial boost to young people's wellbeing

% increase in wellbeing

+ 4.76%

Indoor Rowing



+ 5.19%

On Water Rowing



1

+ 5.12%

Competition Rowing

6

Regular & sustained participation in Active Row brings the biggest benefits.

% increase in life satisfaction vs peers not taking part

+ 0.47%



Taking part in Active Row for up to 2 months

+ 8.62%



Taking part in Active Row for up to 12 months

Young people participating weekly for at least 12 months showed substantially higher increases in wellbeing. By offering weekly sessions over a multi-year period, the Active Row model maximises the potential benefits for young people.

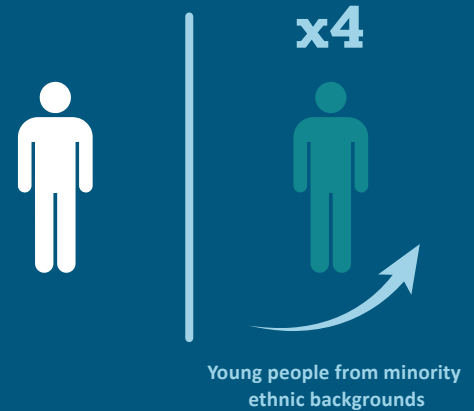


Active Row can help with socio-economic “levelling up”.

Young people eligible for Free School Meals experienced more than 3x the level of benefit from participating in Active Row, as compared to their peers.



Active Row is an effective driver of inclusion.

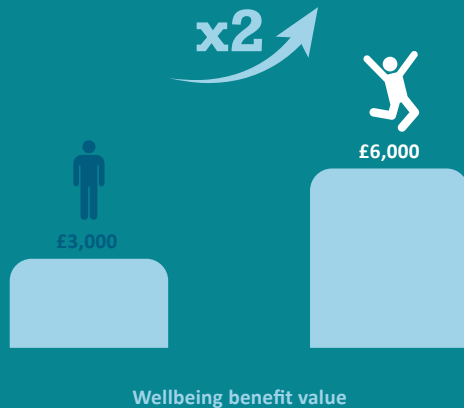


Young people from ethnic minority backgrounds experienced more than 4x the level of benefit from participating in Active Row, as compared to their peers.

Key Findings

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The wellbeing benefits of taking part in Active Row were valued at £6,000 per person per year, twice the expected value from being physically active.



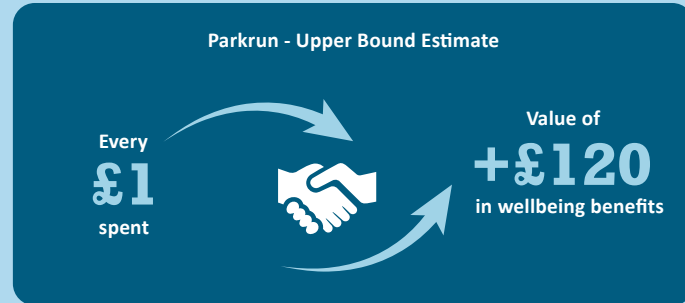
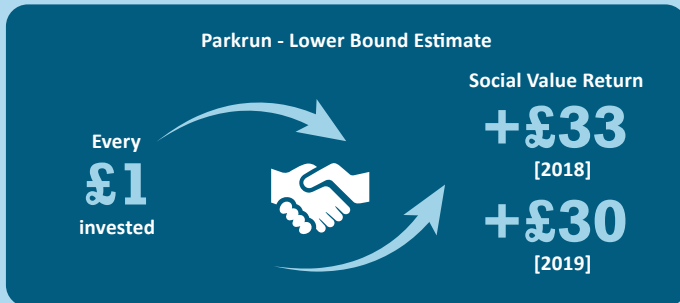
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Combining individual impact and large scale delivery makes Active Row particularly effective.



The study applied HM Treasury's Greenbook methodology to understand the Social Cost Benefit of funds invested in Active Row. Every £1 invested generated £40 of social benefit in the form of improved wellbeing.

Context: Active Row vs. Other Programmes





Case Study 1 – Asia

Asia has taken part in Active Row for seven years through the Brixton Wings youth group, and, more recently through her school, La Retraite.

Asia embodies what it means to be a young leader within her Active Row group. She has taken her experience with LYR and sought increasing responsibility to enhance it, demonstrating the leadership she has built through rowing. She coordinates the numbers before each session in the Brixton Wings group chats and leads by example to the younger members in her commitment and discipline.

Asia is ambitious to progress to university and once there, would like to join a rowing club, something that she admits would have been alien to her before engaging with LYR. Asia also wants to explore coaching and is now working as a session coach for LYR.

LYR is proud to have supported Asia's journey, and proud of the way she has uplifted the people around her.

"The LYR Active Row Programme has been very influential in my life, by helping me with my communication skills; I was a very shy person before, and now I am able to project my voice and do public speaking... I've never got tired of it, and it helps calm my anxiety."

*Asia,
Brixton Wings Active Row participant*

"I would say Asia has developed in confidence - borne out by her willingness to lead and take risks... she is also more adept at standing up for her rights and taking responsibility for her actions."

*Medg Sullivan,
Brixton Wings Youth Group Leader*



Case Study 2 – Jonah

Jonah is a young man bursting with energy, charisma and personality, who has taken part in Active Row at two different schools. One of the schools was an Alternative Provision, catering for young people outside mainstream education.

Having access to a small number of rowing machines in the school has had a transformative effect on Jonah. They provide an accessible, engaging platform for him to positively funnel his energy into, developing his determination, athleticism, and confidence.

Jonah is fiercely competitive. He and a few other students have developed their own mini rowing squad in the school, aiming to beat each other's personal bests and training to be the highest-ranking member of his school at LYR's annual National Junior Indoor Rowing Championships.

"When you're rowing in a team you need to be in sync to travel faster and have good teamwork and communication in order to stay focused and concentrate to be persistent with it.

We have funny moments, we have fun, it's a lot to do with teamwork and that's what I like. I like working as a team to get things done successfully. I just love water sports."

*Jonah,
Active Row participant*



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