



# British Canoeing Stronger Clubs Conference

# Developing Independent Young Paddlers



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Stronger Clubs  
Conference





# Why do we need to develop independent young paddlers?



In the last 3 years local councils have reduced spending on youth services by 40%

Since 2010 more than 600 youth and sport clubs have permanently closed

Young people in some of the most economically deprived areas have nowhere safe to go and nothing to do



One of the most visible and high profile consequences of these closures has been the rise in serious youth violence

Recent studies have shown that when young people are members of a local sports club there is a positive impact on the following outcomes...



## Padding Clubs - Impact on Young People

- Trust in people in general. Trust matters to young people.
- Social connections by making friends, number of close friends, relying on friends, satisfaction with friends
- Community cohesion – talking to people, belonging to local area, satisfaction with local area
- Volunteering as a way of giving back/investing in local community
- Perceived ability to achieve goals (perseverance)
- Life satisfaction and happiness
- Health





# Understanding young people



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G.O.A.T.

Extra

Flex

Basic

Tea

Beat

Snatched

Keep it 100



Gucci

Lit

## Top Tips for communicating with young people

- Make it mean something for them / their community
- Highlight flexibility
- Encourage friendships/fun
- Ask them how they can help (don't underestimate)
- Identify a mentor/buddy
- Make it tangible
- Recognise and celebrate their involvement
- Ensure it is safe



# WOMEN SPORT



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<https://www.womeninsport.org/press-release/reframing-sport-for-teenage-girls-building-strong-foundations-for-their-futures/>

## THE 8 PRINCIPLES OF SUCCESS

**No Judgement** – take the pressure off performance and give girls freedom simply to play

**Invoke Excitement** – bring a sense of adventure and discovery.

**Clear Emotional Reward** – reframe achievement as ‘moments of pride’, not winning.

**Open Their Eyes to What’s There** – redefine sport as more than school sport.

**Build into Existing Habits** – tap into existing behaviours in other spheres.

**Give Girls a Voice and Choice** – allow girls choice and control to feel empowered.

**Champion What’s in it for Them** – make it much more than just about health.

**Expand Image of What ‘Sporty’ Looks Like** – create truly relatable role models which inspire





**U**CANOE  
CANOE YOUR WAY



# PADDLESPORT ACTIVITY ASSISTANT



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<https://www.britishcanoeing.org.uk/courses/paddlesport-activity-assistant/>

# SATELLITE CLUBS



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<https://www.britishcanoeing.org.uk/guidance-resources/education-youth-organisations/schools/school-college-clubs/>