



Gill

GO Paddling! MONTH

Go Paddling Month

A guide for clubs, delivery partners and ambassadors

**GO 2021
GO TOKYO**

東京

**1ST JULY
TO
31ST JULY**

gopaddlingmonth.info



With a few months of 2021 under our belt already and a continual movement towards more activities opening up, we are excited to let you know about **Go Paddling Month** which will take place over the whole of July 2021.

A month of excitement is on the cards and with the Tokyo Olympics and Paralympics taking place at the end of the summer we thought it appropriate to theme our four weeks of on the water fun as '**Go Go Tokyo.**'

Any taster sessions, including Start and Discover Awards or tours that you run during this month will be advertised through an event finder on the Go Paddling month website and will be branded up as Go Go Tokyo sessions.

Over the four weeks we will have the following headline themes that we would like to drive engagement and participation towards:

- **Get Set**
- **Jaffa Scouts Paddle the Amazon**
- **Clean up your waterways**
- **#ShePaddles women only sessions**



Travel to Tokyo

To celebrate the rescheduled Tokyo 2020 Olympic and Paralympic Games, Team GB and ParalympicsGB are inviting schools and families to get active with their virtual Travel to Tokyo challenge aimed at children aged 5 to 11 and their families.

Travel to Tokyo allows young people and their families to get active alongside their classmates virtually and celebrate their progress online as one school team. Every physical activity, no matter how small, can be logged online as part of the Travel to Tokyo virtual challenge on the Get Set website, and that activity is then converted into a distance as teams try to virtually travel the distance from London to Tokyo in time for the Games!

The programme is promoting a range of opportunities delivered by a variety of partners, and you can be involved too. Once you register your event on the Go Paddling Month event finder this will be shared across the Travel to Tokyo Activity Finder which will help to increase awareness of your paddling activity amongst their audience.



Jaffa Scouts Paddle the Amazon

During the month of July the Scouts Association will look to engage all of their Groups throughout the UK to take part in their Paddle the Amazon paddlesport challenge. The challenge will aim to log over 4,000 participation miles, which makes up the length of the incredible Amazon river. Aligned to this will be the upskilling their children to attain paddlesport badges and awards.

We are looking for the support of all clubs throughout the UK to bring this to life. Scout Groups would look to make contact with their local Paddlesport Club and Delivery Partners to arrange convenient times to visit and take part in Canoeing/Kayaking or SUP, and whilst we understand that you may need to cover costs/generate revenue in order to make this happen, we ask that price does not become a barrier to their participation.

Should you have capacity or wish to offer on the water opportunities to the Scouts during the month of July please send us an email and we will register your details with them. This will enable them to contact you directly in order to secure their time with you. Emails to be sent for attention Go Paddling Month Team at gopaddling@britishcanoeing.org.uk

Should you wish to participate in the Jaffa Scouts Paddle the Amazon challenge please indicate this to us and once you have logged your activity on the Go Paddling Month event finder your activities would be marketed and promoted by the Scouts Association directly to their audience.



Clean up your local waterways

Organising a Paddle Clean Up is a great way of protecting the future of your waterways. We have lots of information available to help you plan and execute your Paddle Clean Up including a free toolkit, which can be found here <https://clearaccessclearwaters.org.uk/organise-a-paddle-clean-up/>

By registering your cleanup on the Go Paddling month activity finder you will be able to brand it as a Go Go Tokyo session, and by sharing your cleanups most interesting article of rubbish collected you stand a chance to win a prize.

Please also log your Paddle Clean Up on the Clear Access Clear Waters website. While you're there you can also sign our petition asking the Government to review current policy toward access on waters in England and Wales. Find out more at:

<https://clearaccessclearwaters.org.uk/>



#ShePaddles, women only sessions

We know that female specific events make a valuable and positive difference to some women. They provide choice, something different to complement the norm, providing unique experiences and opportunities that are not readily available to many female paddlers.

Our #ShePaddles programme aims to drive awareness of the needs of women and to promote paddling as a sport which thrives on inclusivity.

All women only events will be branded as Go Go Tokyo and shared via the Go Paddling Month activity finding increasing exposure and driving participation in these events.

Make sure you log your participation numbers, as the organiser of the event with the most participants will win a fantastic prize!



Finally...

Go Paddling Month is a well established platform that is able to drive participation and awareness of activities and a perfect partner to any initiative to get people out on the water, so to get you started please find enclosed in the toolkit two different Go Paddling Month posters, as well as a Paddle Awards poster. We hope these will help you to kick start advertising your activity to your paddlers and the wider community. At the end of this letter we have also given you some of our top tips for Go Paddling Month activities.

The event upload facility will be opening very soon for you to enter your Go Paddling Month activities on the Go Paddling Month website, and we will be notifying you as soon as we are ready. Linked to this will be lots more free digital resources to download from <https://gopaddlingmonth.info/>

Don't forget that, once the month starts, you will be able to register how many people have paddled at gopaddlingmonth.info, helping us reach our target of getting 18,000 people on the water throughout the month of July. There will be a range of spot prizes, as well as a photograph competition and much much more to keep you inspired and out on the water. We look forward to helping you make your Go Go Tokyo activities a success, getting more people out on the water and enjoying all things paddling.

We'll see you on the water in the month of July!

Kind regards, The Go Paddling Team
gopaddling@britishcanoeing.org.uk



Top Tips for Go Paddling Month Activities

Help new people to find their love of paddling with Go Go Tokyo Start and Discover Awards. The Paddle Awards are a fun way of building people's confidence when getting on the water for the first time. As well as learning initial skills paddlers will also get a great sense of achievement upon receiving their award. During Go Paddling month and in the run up to Tokyo 2020 all Start and Discover Awards will be Go Go Tokyo branded.

Reach out to your local community. Whether you're looking for new paddlers, want to share the fun you have, or would like to give something back, a community open day is a great way to engage. Use the digital resource pack on the **gopaddlingmonth.info** website to print off posters and put them up in local leisure/community centres.

Hold a Go Go Tokyo fun day for your current paddlers. Why not celebrate the month in style by holding your own mini Olympic and Paralympic event? You can even mix it up a bit by trying out some other Olympic sports from your boat... kayaking shot put or dressage anyone?!

Turn it into a challenge. Take the competitive element up a notch by organising a challenge for your paddlers to take on. You could go all out and try to paddle the distance to Tokyo throughout the month (it's a long way). Or arrange a trip to take on one of the Go Paddling Challenge Routes which can be found at <https://gopaddling.info/gopaddlingchallenges>

Bring the party to the water with a SUP dance class. What a great way to celebrate summer with a party on your SUP. Put together a banging playlist, secure your waterproof speaker, and lead a dance session whilst out on the water. Let the good times roll! For inspiration check out this short clip https://www.youtube.com/watch?v=JCeY2_mB17c