

#PADDLESAFE

PADDLE^{UK}



#PADDLESAFE



Why?

- Reach large audience of paddlers
- Responsibility as NGB
- Create consistent message for all
- Provide sharable content
- Build strong partnerships
- Reduce incidents

PADDLE^{UK}



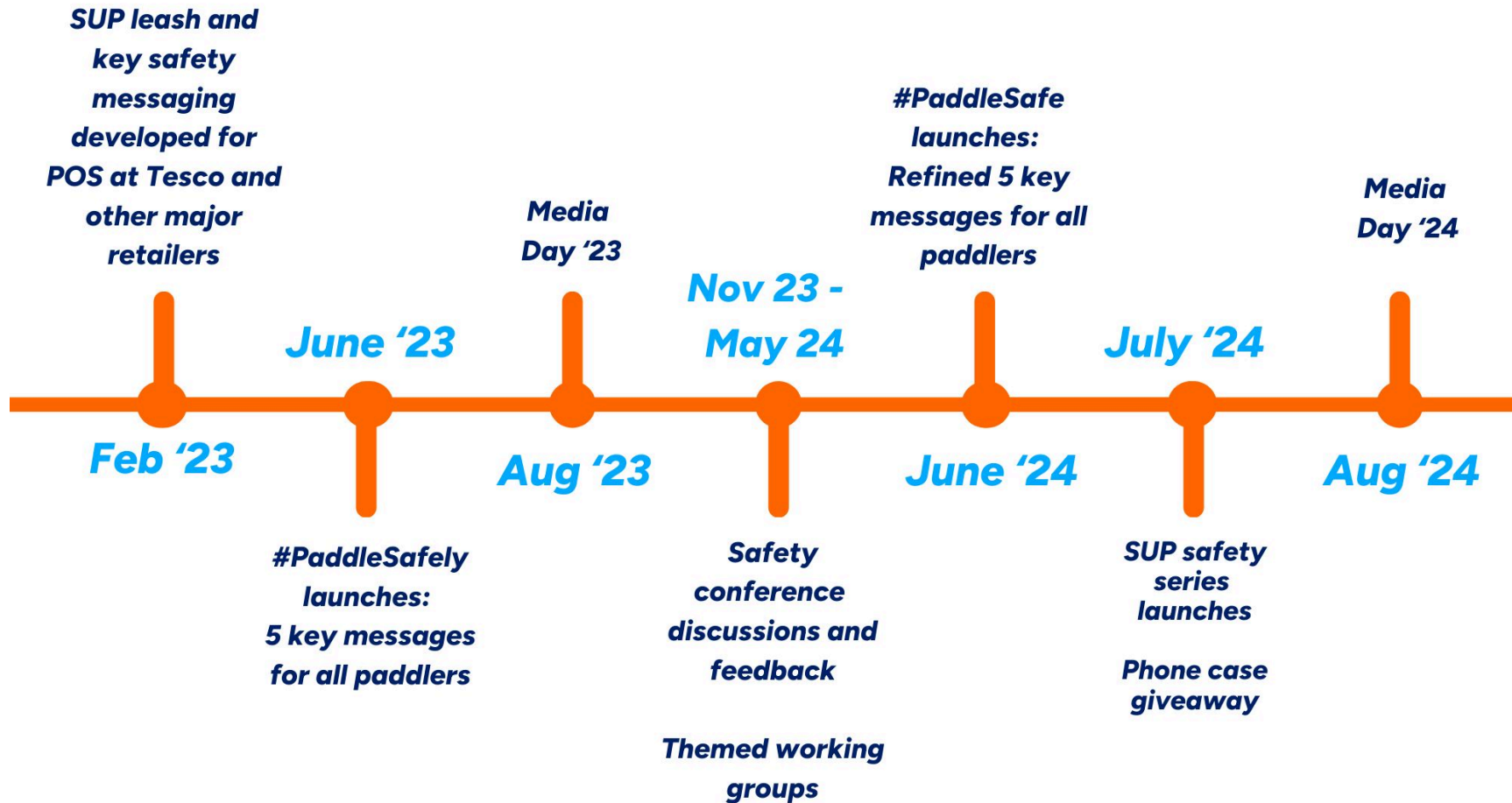
Lifeboats

What?

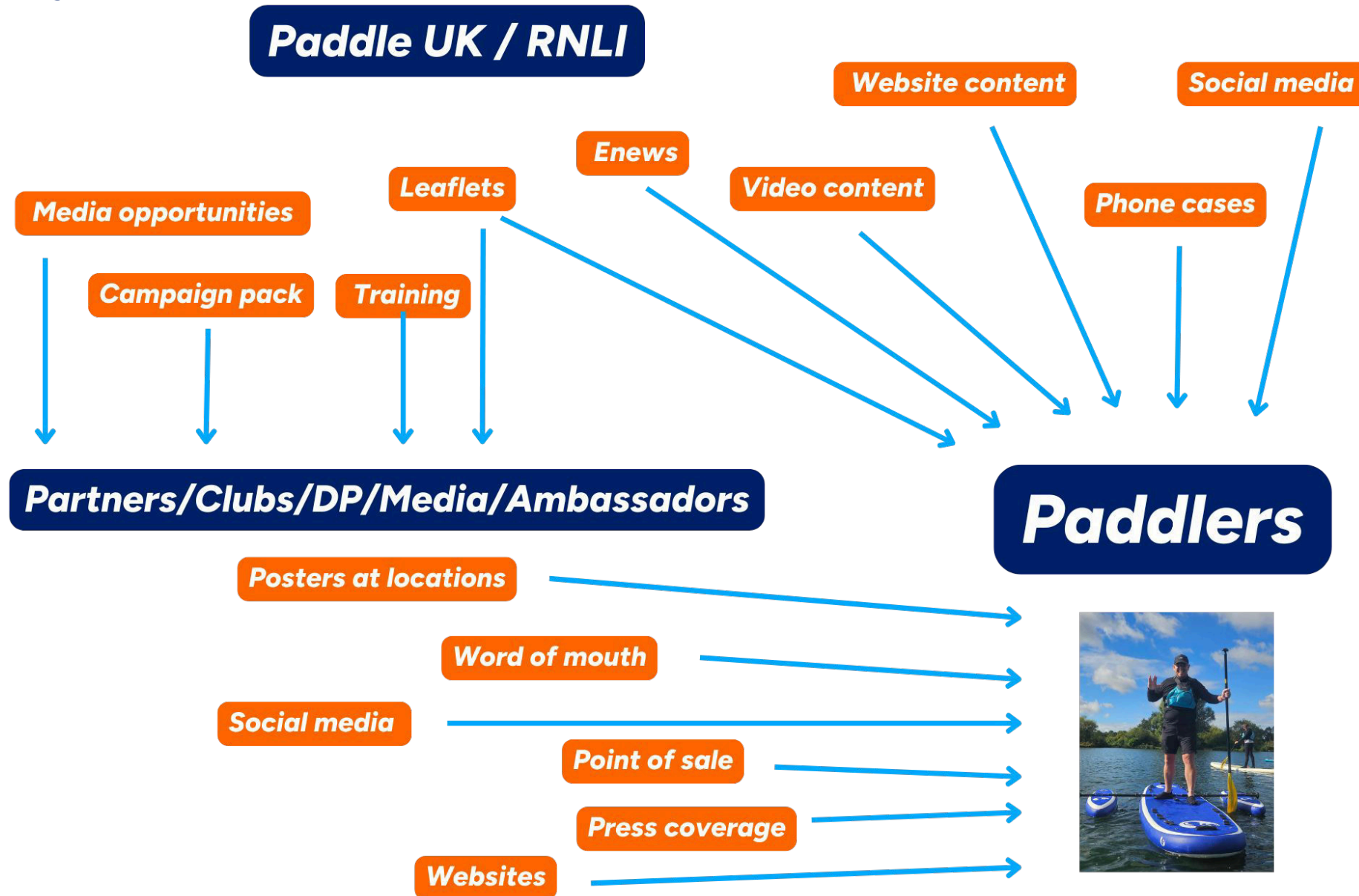
Safety campaign led
by Paddle UK and
RNLI



Timeline



Activity



SUP LEASHES



QUICK RELEASE BELT SYSTEM

For use on any moving or flowing water where there is a risk of snag/entrapment

COILED

CALF LEASH

For use on lakes/canals/sea/coastal bays/surf where there is **NO** risk of snag or entrapment

COILED = General SUP
STRAIGHT = Surf

ANKLE LEASH

For use on lakes/canals/sea/coastal bays/surf where there is **NO** risk of snag or entrapment

COILED = General SUP
STRAIGHT = Surf



Your Environment...

Where are you paddling? What are the conditions? Depending on where you're paddling and the conditions you face, you might need to wear your leash in a different place for safety and security. Take a look at the diagram to see which leash system suits the environment you paddle.

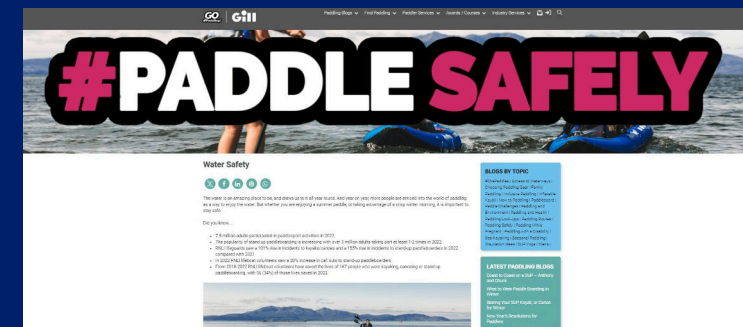
Coiled or Straight?



Leashes can be coiled/curly or straight. The type of leash is important depending on the environment you paddle.



Scan me!



POS safety content shared ready for spring 2023



NEXT





Paddle Safe

For information on how to paddle safely, scan the QR code or visit:
gopaddling.info/paddlesafe



For use in protected offshore waters, small bays, on small lakes, small rivers and canals - please check with the relevant local waterways authority whether a licence is required to use this product



27 April 30

Water you waiting for?

Inflatable All-Round Stand Up Paddle Board

Top Pick

£199.99

MISTRAL
Neoprene Vest Buoyancy Aid
Certified 50% buoyancy aid
with adjustable straps
and heavy duty zip
Sizes: M, L

£29.99

FEATURES

- 2-in-1: can also be used as a kayak with the included seat
- Double chamber system for improved stability and safety
- 8 fins for added stability
- Size (inflated): L 320 x W 84 x H 5cm
- Board and accessories pack away into the included backpack
- Included: adjustable paddle, pump, dry bag, leash, repair kit

PADDLE SAFE

Always wear a buoyancy aid or personal flotation device

For information on how to paddle safely, scan the QR code or visit: go.paddling.info/paddlesafe

For use in sheltered coastal waters, small craft, on small lakes, narrow rivers and streams - please check with the relevant local authorities whether a license is required to use this product.

mistral



Wear a personal floatation device

Carry a communication device on you

Check the weather

Tell others your plans

Paddle within your ability

#PaddleSafely campaign June - Sept 2023



Digital asset pack shared with partners and media

Online training provided to support partners to engage with paddlers

Leaflet created

Free e-learning

Go Paddling safety page

Social media launch with support of ambassadors, partners & athletes

Media Day





Paddle Safety Advice & Guidance

- ★ Wear a personal floatation device
- ★ Carry a means of communication on you
- ★ Check the weather
- ★ Tell others your plans
- ★ Paddle within your ability

DISCOVER MORE
gopaddling.info



WATERWAY LICENCES

Did you know? You're required to have a waterway licence for many managed waterways in England.

The good news, licences are easy to get and the fees from them contribute towards the work that waterway authorities carry out to protect and maintain the waterways that you paddle on.

British Canoeing Membership

Membership for all paddling interests and crafts includes, SUPs, canoes, inflatable, historic paddler benefits including:

Waterway Licence - Most comprehensive licence available, including 4,500km of waterways managed by Canal and River Trust, Environment Agency, Bixbee's Authority and many more!

Insurance - £10,000,000 civil liability cover, including the option to purchase craft insurance at a great rate!

Guidance, Training & Top Tips - Regular member communications and advice, plus access to training courses and qualifications!

Discounts - Exclusive paddler focused offers!

Become part of our paddling community today and support campaigns and projects to improve access and the environment!

£47 - Discounts available for children, families & couples



Paddle Safety Advice & Guidance



- ★ Wear a personal floatation device
- ★ Check the weather
- ★ Carry a communication device on you
- ★ Tell others your plans
- ★ Paddle within your ability

DISCOVER MORE
gopaddling.info



PADDLE SAFELY



- Always wear a buoyancy aid or personal floatation device (this is in addition to your paddle board)
- Ensure you wear the correct leash when stand up paddle boarding
- Have the right equipment & clothing for the conditions
- Plan your trip within your ability
- Check weather, tides, water levels and hazards. At the coast avoid paddling if there is an offshore wind
- Carry a means of communication about your person
- Paddle together and inform others of your plans
- In an emergency call 999. If you're at the coast ask for the Coastguard. If you are inland ask for the Fire & Rescue service.

★ We'd recommend developing your paddling skills and knowledge by attending a course with a British Canoeing Delivery Partner or a British Canoeing Affiliated Club.

Quality Assured: Look out for British Canoeing Delivery Partners they are nationally recognised for high quality, safe and good value experiences!



SUP LEASHES

Wearing a leash is highly recommended for safety. Depending on where you're paddling and the conditions you face, you might need to wear a leash in a different position for safety and security.

Coiled or straight? Leashes can be coiled/coily or straight. The type of leash is important depending on the environment you paddle.

QUICK RELEASE BELT SYSTEM
For use in rocky or shallow water where there is a risk of entrapment.

CALF LEASH
For use in rocky or shallow water where there is a risk of entrapment.

ANKLE LEASH
For use in rocky or shallow water where there is a risk of entrapment.



PADDLE RESPONSIBLY

- Always check, clean & dry your kit after each trip.
- Be friendly, welcoming and respectful of those you meet along the way.
- Be kind to nature, minimise disturbance.

#PaddleSafely results 2023



6,000

leaflets
distributed



110,000

Impressions on
social media



Widely supported
by partners to
amplify reach



2,000

clicks to
Go Paddling from POS
QR code



194 access
elearning



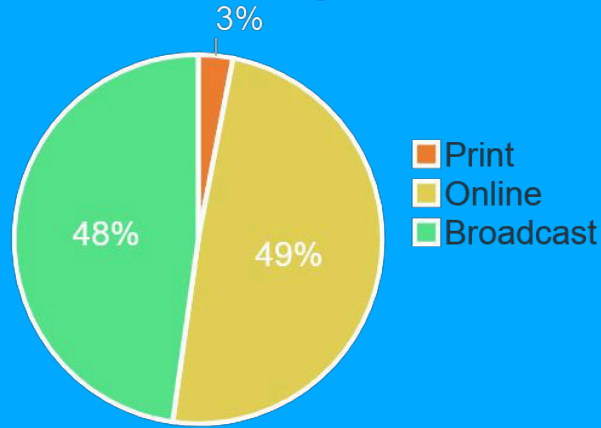
60+ trained
volunteers



Partner content examples 2023



Media Day 2023



921 pieces of media coverage for #PaddleSafely bringing in combined OTS of over **330 million**

Danielle Rush @Danzie78 · 6m
Great to welcome @ITVWales to our paddlesports safety event @MoelfreLifeboat with @BritishCanoeing. @RNLI Stations across Wales have seen a dramatic rise in the number of people rescued. We're urging people to stay safe this summer.



The year **Opinion** **Sport** **Culture** **Lifestyle** **UK**

ation Media Society Law Scotland Wales Northern Ireland

● This article is more than 1 year old

RNLI urges UK paddleboarders to think carefully about weather and tides

Coastal rescuers 'inundated' with callouts to people using kayaks, canoes and stand-up paddleboards

INDEPENDENT tv

Showing now | News

Up next

- Vance 'lost friends' due to his support and association with Trump 00:42
- US election: First official result announced in New Hampshire town 00:42
- Watch moment Donald Trump arrives in West Palm Beach on election day 00:45
- Oprah Winfrey issues final Trump election warning at Harris rally 00:22

Oliver Browning | Tuesday 01 August 2023 15:42 BST

Stranded kayakers rescued off Welsh coast as RNLI issues summer water sports warning

Paddleboarders and kayakers are being warned to stay safe this summer after an increase in the number of calls to rescue people taking part in water sports. The RNLI has teamed up with British Canoeing to encourage those using kayaks, canoes or paddleboards to make safety a priority as they prepare for an increase in visitors to the coast.



Lifeboat call outs decreased in 2023

	2022	2023	REDUCED BY
LIFEBOAT LAUNCHES TO SUP	175	155	20
LIFEBOAT LAUNCHES TO KAYAKS	194	162	32
LIFEGUARD AID TO SUP PARTICIPANTS	1286	927	359
LIFEGUARD AID TO KAYAK PARTICIPANTS	344	285	59

The paddling landscape in 2023



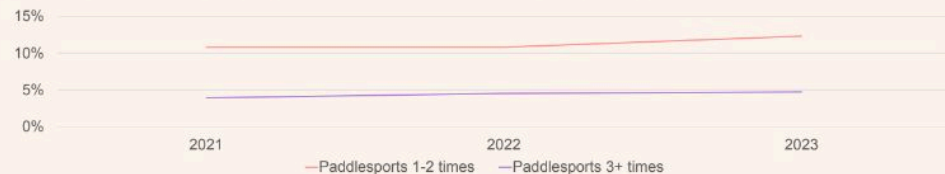
Watersports participation Survey 2023:
Increase across all paddlesport categories
with estimates of over 8 million participating
in paddling 1-2 times per year

British Canoeing membership:
Reached an all time high of
over 94,000

The paddlesport category has increased the proportion of people taking part in 2023. Canoeing and SUP are both showing good growth.

Participation proportion and volume of participants for manual activities in the UK

	Participation rate			Sig dif 2023 vs 2022	Volume of participants (000s)		
	2021	2022	2023		2021	2022	2023
Paddle sports category 1-2 times	10.8%	10.8%	12.3%	▲	5,873	5,896	6,720
Paddle sports category 3+ times	3.9%	4.5%	4.7%		2,113	2,427	2,586
Canoeing 1-2 times	8.8%	8.4%	10.2%	▲	4,810	4,582	5,595
Canoeing 3+ times	2.3%	2.7%	2.7%		1,243	1,480	1,501
Rowing 1-2 times	2.2%	2.0%	1.5%	▼	1,215	1,068	827
Rowing 3+ times	0.7%	0.6%	0.6%		376	326	315
Stand up paddleboarding 1-2 times	5.1%	5.5%	5.9%		2,746	3,004	3,201
Stand up paddleboarding 3+ times	1.8%	2.3%	2.6%		968	1,246	1,416



Question: Which of these activities you have taken part in within the **past year** in the UK?
 Base: all respondents (2023:12,008; 2022: 12,717; 2021: 12,010)
 Weighting: Demographic

▲ ▼ Indicates significant difference between 2023 and 2023 at 95% confidence





Online search terms 2023:

1,152,234 people searched paddle sport terms in 2023:

- **Kayaking** related keywords **696,253**
- Canoeing related keywords 319,292
- SUP related keywords 136,689



Watersports participation survey 2023: safety

33% remembered seeing or hearing safety messages (compared to 21% in 2022).



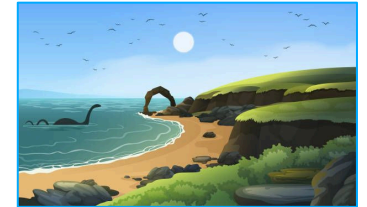
The most common safety message was in relation to 'floating' **27% saw or heard it from RNLI.**



Lifeboats

People prefer to get their messages when at the

coast



83% of people take their mobile phone & most people would call 999 in an emergency



58% of people taking part in water activity wore a life jacket/buoyancy aid compared to 48% in 2022



Amongst manual activities such as paddling, **informal** training, coaching & mentoring from friends or family is common.



Simplified 5 key messages



Wear a personal floatation device



Always wear a buoyancy aid

Carry a communication device on you



Carry a mobile phone

Check the weather



Check the weather

Tell others your plans



Tell someone where you are going

Paddle within your ability



Know your limits

PADDLE^{UK}

Lifeboats

Advice and Guidance

- Always wear a buoyancy aid
- Tell someone where you're going
- Carry a mobile phone
- Check the weather
- Know your limits



#PADDLE SAFE
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PLANNING YOUR PADDLE

- Always wear a buoyancy aid: Make sure it is suitable for paddling activity and properly fitted. Check that you have the right leash when stand up paddle boarding.
- Tell someone where you are going: Let someone on land know your plans. They can call for help if you are not back when expected. Paddle in pairs or groups.
- Carry a mobile phone: Put your phone in a waterproof pouch in your pocket or in your buoyancy aid. In an emergency call 999. If you are at the coast ask for the Coastguard. If you are inland ask for the Fire & Rescue service
- Check the weather: Have the right equipment and clothing for the conditions. Consider the forecast, tides, water levels and hazards. Avoid paddling when the wind is blowing away from the land or shore.
- We'd recommend developing your paddling skills and knowledge by attending a course with a Paddle UK Delivery Partner or a Paddle UK Affiliated Club.

#PADDLE SAFE

PADDLE^{UK} DELIVERY PARTNER Quality Assured: Look out for Paddle UK Delivery Partners. They are nationally recognised for high quality, safe and good value experiences!

PADDLE^{UK} Lifeboats #RESPECTTHEWATER

SUP LEASHES

Wearing a leash is highly recommended for your safety. Depending on where you're paddling, and conditions you face, you may need to attach your leash in a different way.



Coiled or straight? Straight leashes should only be used in the surf. Paddling anywhere else should be done with a coiled leash.



QUICK RELEASE BELT
Use on moving or flowing water where there is a risk of the leash being caught on something

CALF OR ANKLE LEASH
Anywhere that the water has no movement and there is low risk of the eash being caught on something

For whitewater: we recommend that no leash is used

PADDLE RESPONSIBLY

- Always check, clean & dry your kit after each trip
- Be friendly, welcoming and respectful of those you meet along the way
- Be kind to nature and minimise disturbance

WATERWAYS LICENCE



Did you know you're required to have a licence for many managed waterways in England?

The good news is licences are easy to get and the fees from them contribute towards the work that waterway authorities carry out to protect and maintain the waterways that you paddle on.

Paddle UK Membership

Membership for all paddling interests and crafts (kayaks, SUPs, canoes, inflatables). Fantastic paddler benefits include:

- Waterways Licence - The most comprehensive licence available, including 4,500km of waterways managed by Canal and River Trust, Environment Agency, Broads Authority and many more!
- Insurance - Liability insurance cover for On The Water members plus the option to purchase craft insurance at a great rate!
- Guidance, Training & Top Tips - Regular member communications and advice, plus access to training courses and qualifications!
- Discounts - Exclusive paddler focused offers!

Become part of our paddling community today and support campaigns and projects to improve access and the environment!




Scan Me!

paddleuk.org.uk/membership

SUP LEASHES

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QUICK RELEASE BELT

Moving or flowing water where there is a risk of the leash being caught on something

CALF OR ANKLE LEASH

Use anywhere that the water has no movement and there is **low** risk of the leash being caught on something



Lifeboats

PADDLE^{UK}

Your Environment...

Where are you paddling? What are the conditions? Depending on where you're paddling and the conditions you face, you might need to wear your leash in a different place for safety and security.

Take a look at the diagram to see which leash system suits the environment you paddle.

For a whitewater environment we recommend that no leash is used

Scan me for more tips!




#PaddleSafe Campaign June - Sept 2024



Rebranded in line with Paddle UK



5 key messages refined and order changed following 2023 safety conference

Increased work planned with ambassadors and partners

RNLI social media ads and phone case giveaway planned

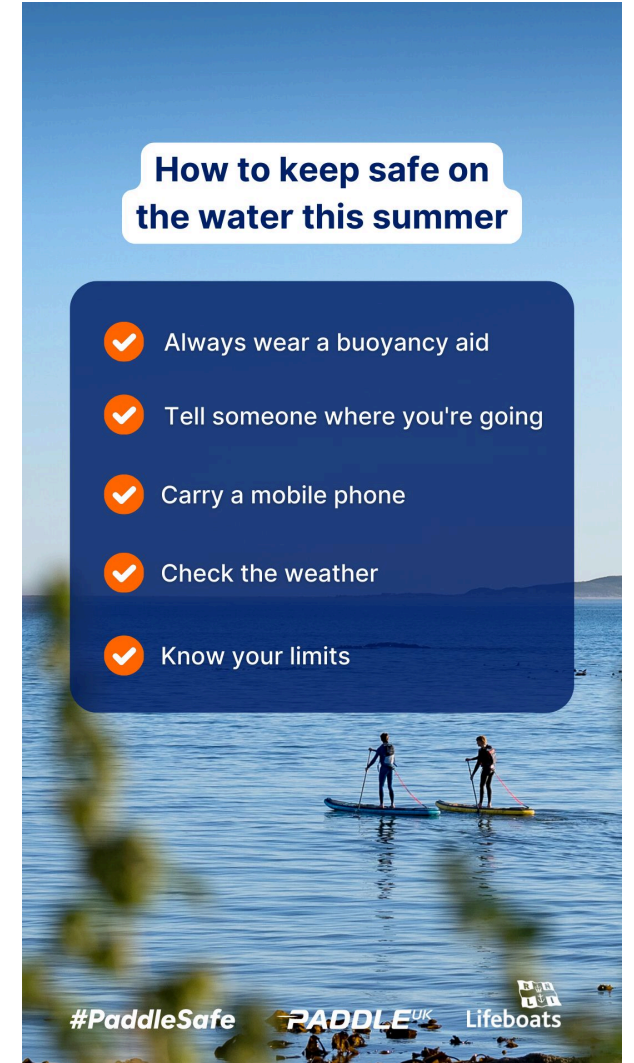
How to keep safe on the water this summer

- ✓ Always wear a buoyancy aid
- ✓ Tell someone where you're going
- ✓ Carry a mobile phone
- ✓ Check the weather
- ✓ Know your limits



How to Stay Safe When Paddling | Paddle UK

Paddle UK
604 views • 4 months ago



Summer 2024: safety leaflet and phone case giveaways at coastal and inland events



PADDLEUK Lifeboats

#PADDLESAFE

- Always wear a buoyancy aid
- Tell someone where you're going
- Carry a mobile phone
- Check the weather
- Know your limits

GOPADDLING.INFO

SUP Leashes

Coiled or Straight?

Straight leashes should only be used in surf. Paddling anywhere else should be done with a coiled leash.

Quick Release Belt
Moving or flowing water where there is a risk of the leash being caught on something

Calf or ankle leash
Use anywhere the water has no movement and low risk of the leash being caught on something

Disclaimer
There is no guarantee this pouch to be 100% waterproof. Please be thoughtful before putting very expensive items in the pouch. The pouch is excellent for keeping items dry and free from sand.

Summer 2024: New content launched



FLOWING WATER


DON'T GET TANGLED UP

What is flowing water?

Water that is moving from one point to another

- AVOID** strong flows or fast flowing water
- KEEP CLEAR** of buoys, branches, pontoons, moored boats or other obstacles
- WEAR** a quick release leash when on a SUP

If you get into trouble, call 999.



PADDLEUK

SUP LEASHES

Lifeboats PADDLEUK

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For a whitewater environment we recommend that no leash is used



PADDLEUK

HOW TO KEEP SAFE ON FLOWING WATER

1:20

How to Stay Safe When Paddling on Flowing Water:...

Paddle UK
383 views • 2 months ago

CHOOSING THE CORRECT LEASH

2:06

How To Choose The Correct Stand Up Paddleboard Leas...

Paddle UK
302 views • 2 months ago

WEIRS

AVOID BEING STUCK


What is a weir?

A barrier across the river used to change or stop the flow of a river.

Not all weirs look the same. Some have steps. Some have slopes. Some have rocks.

Stay clear of a weir. Check your route for weirs before paddling. Get out well above the weir and walk around it, getting back on well below.

If you get into trouble, call 999.



PADDLEUK

OFFSHORE WINDS

AVOID BEING BLOWN AWAY

What are offshore winds?

Winds that blow away from land out to open waters, making it impossible to return to land

- o Avoid offshore winds
- o Check the weather
- o Always wear a buoyancy aid

If you get into trouble, call 999.



PADDLEUK

HOW TO KEEP SAFE NEAR WEIRS

1:59

How to Stay Safe When Paddling Near Weirs | Paddl...

Paddle UK
552 views • 2 months ago

AVOID PADDLING IN OFFSHORE WINDS

2:54

Offshore Winds: How to Avoid Them and Stay Safe...

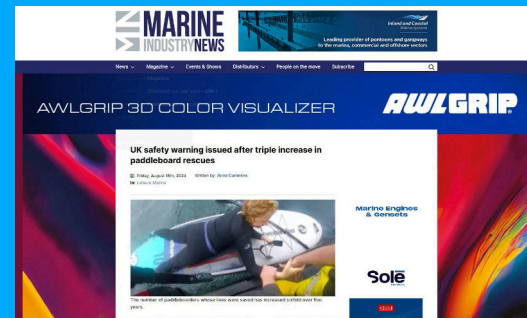
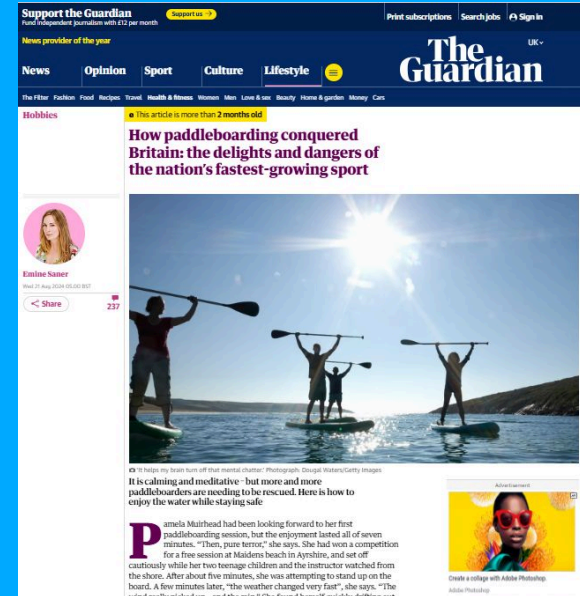
Paddle UK
402 views • 3 months ago

#PaddleSafe results 2024



1. Media day August

- **7 minutes** of national breakfast TV coverage including ITV Good Morning Britain reaching millions
- Guardian online and BBC online




2. Google News August



NEWS ABOUT US MEMBERSHIP CLUBS SAFEGUARDING & SAFETY SPORT EVENTS

SEARCH

PADDLEUK



SUMMER SAFETY REMINDER FOR PADDLERS

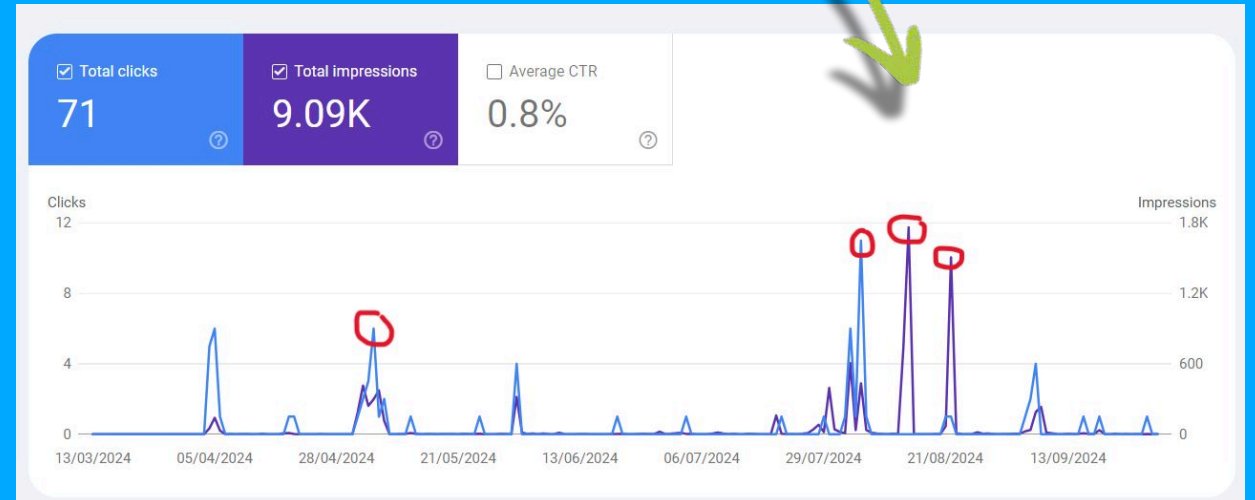
FEATURED CONTENT, SAFETY

RNLI, HM Coastguard and Paddle UK issue summer safety advice after triple increase in paddleboarder rescues.

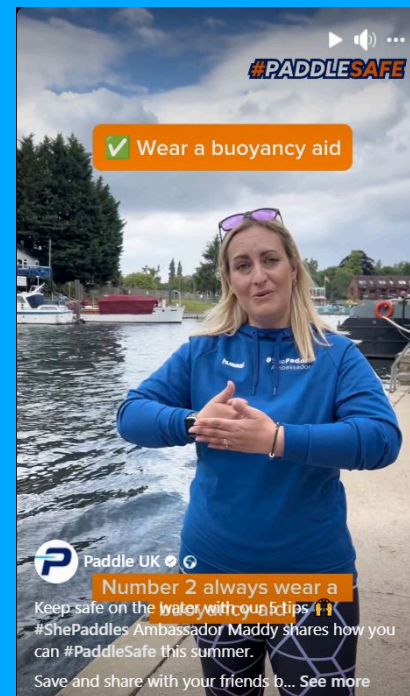
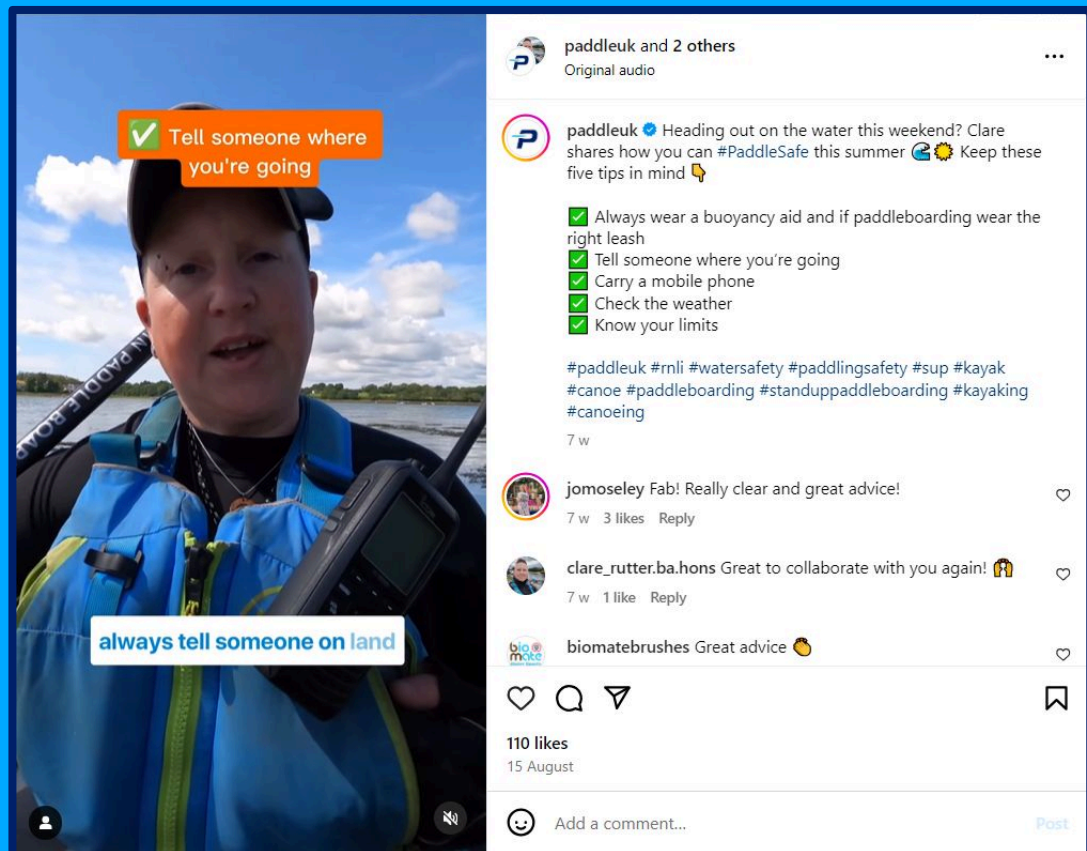
Last year, lifeboat crews launched to paddleboarders 155 times compared to just 52 launches in 2019. The number of paddleboarders whose lives were saved saw a six-fold increase over five years, with volunteers saving 3 lives in 2019, rising to 22 last year.

Steve (61) and his granddaughter Alyssa (11) joined the **#PaddleSafe** campaign to share their story after they were rescued by Eastbourne RNLI and assisted by the local Coastguard Rescue Team (CRT) in June 2024.

Safety reminder story August 2024 had **2,500 impressions** on Google News page



3. Social media campaign



Using makaton to share the 5 key messages



X video with 5 key messages got over 10k impressions

Over 1,000 uses of #PaddleSafe

44k+ views of this instagram reel: highest viewed reel of the entire year (for comparison our highest Olympic reels gained 30-35k views)



SOCIAL MEDIA

250,000

impressions

An increase of **127%** from 2023

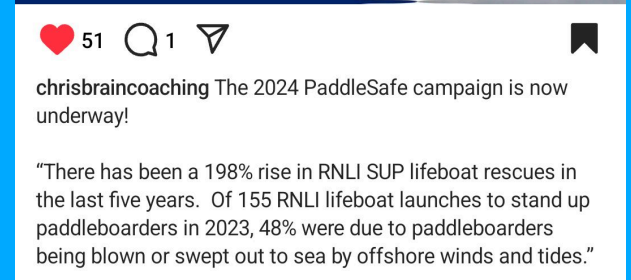
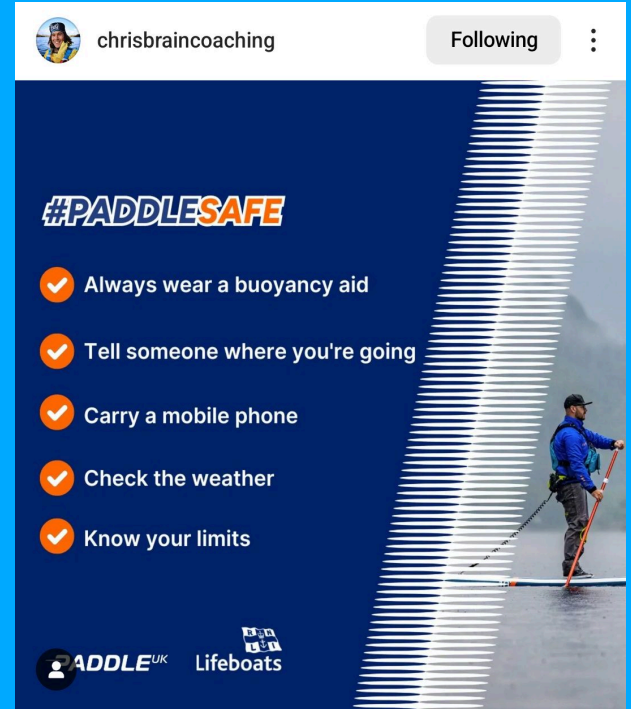
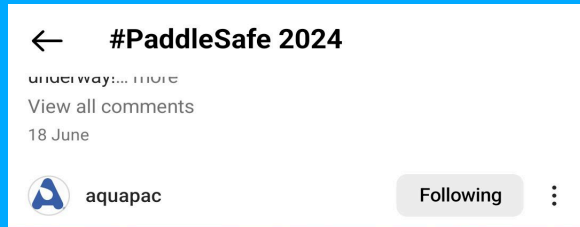
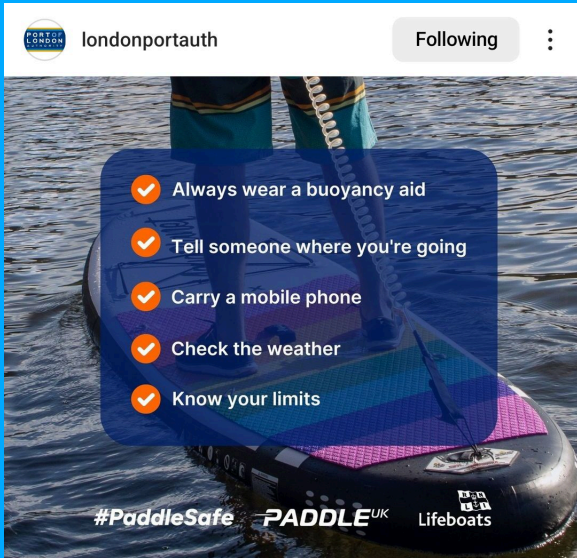


4. Community social posts

Community generated content



Partners



Delivery Partners

Coaches

5. Point of Sale clicks



QR CODE CLICKS

3,700

to Go Paddling safety page from point of sale

An increase of **85%** from 2023

Online searches 2024



	2023 Search Volume	2024 Search Volume	% change
Kayaking keywords	696,253	748,983	7.57%
Canoeing keywords	319,292	294,700	-7.70%
SUP keywords	136,689	248,411	81.73%
total	1,152,234	1,292,094	12.14%



*How can we improve and grow the campaign?
We want to hear your feedback*





Thank you

sandy.drummond@paddleuk.org.uk

Marketing Manager

Paddle UK

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