

FRIENDS NEWSLETTER



Winter 2024

<https://hwr.org.uk/support/friends-2/>

Message from Chairman - Naomi Ashcroft

Dear Members,

It's all about the rowing: Thanks to the support of our volunteers, sponsors, local business partners, and Friends, I am delighted to report that Henley Women's Regatta 2024 was a resounding success. This year, we showcased the best of women's rowing with a record number of entries for the third consecutive year. We had 579 crews and 2,327 athletes, including 300 from overseas, making HWR a truly international event. The regatta also featured para-rowing for the first time since 2019, and we welcomed several clubs experiencing Henley Women's for the first time.



Volunteers – the backbone to HWR: Our volunteers are the backbone of HWR, and I extend my heartfelt thanks to everyone who contributed to making this event a success. From those who volunteered for a day to those who work tirelessly throughout the year, your dedication is invaluable. In my first year as Chairman, I have been supported by an incredible Executive Team, whose commitment has been instrumental in running a world-class regatta.

Securing the Future: A key responsibility as Chairman is to secure the future of HWR. Over the past year, we have developed a 5-year Strategic Plan with six pillars: Athlete Experience, Spectator Experience, Financial Sustainability, Social & Environmental Responsibility, Lasting Legacy, and Communication Strategy. This plan will guide us towards the 40th running of the regatta in 2028, so that we continue to grow and improve.

Financial Sustainability: I am pleased to report that we have reversed last year's loss and achieved a positive return in 2024. This success is due to the hard work of our sponsors, local business partners, and new initiatives like the introduction of a [donation](#) button on our website. While our entry fees cover essential infrastructure costs, the support from our sponsors has been crucial in enhancing the athlete and spectator experience.

2024 Building Blocks: Under our new Strategic Plan, we have made fantastic progress across many areas. We improved communication and engagement with athletes through active social media channels, re-established the Ambassador programme, and enhanced our Livestream, which attracted around 66,000 views. We also increased business and community engagement, provided work experience opportunities and re-established our feedback survey to ensure we continue to meet the needs of our participants and supporters.

Next Steps: HWR's objective is to showcase the best of women's rowing, and I believe we achieved this in 2024. However, we must recognize the challenges and constraints we face and mitigate risks appropriately. We have raised the bar this year, and with a strong and committed team of volunteers, I am confident we can safeguard the future of the regatta and ensure its continued success.

Thank you for your continued support and commitment to Henley Women's Regatta.

Best regards,
Naomi Ashcroft

Ann Southey

We were deeply sorry to hear of the death of Ann Southey, a co-founder and loyal supporter of the regatta, on 19 June, so close to this year's event.

Ann helped found HWR in 1988 alongside her former crewmate Di Ellis, and continued volunteering for the regatta for many years.

In particular, she put together the regatta programme for 15 years until 2002.



Ann's rowing career began at St George's Ladies Boat Club, which later merged with Twickenham Rowing Club, before she moved on to join the Civil Service Ladies Rowing Club, which is now Barnes Bridge Ladies Rowing Club.

In addition to HWR Ann volunteered in a great number of roles across the sport, including as a coach and umpire, and in 2008 received the Amateur Rowing Association Medal of Honour in recognition of her contribution to rowing.

Ann continued to support HWR to the very end with her ideas and enthusiasm to see the regatta go from strength to strength.

Ann will be deeply missed by the HWR community.

Photo: Ann (right) with friends Jackie Darling and Penny Haslam-Palfrey in 2010

Find Henley Women's Regatta on:



Important Dates to Remember!

Regatta dates:

Henley Women's Regatta Date: 20th - 22nd June 2025

2025 rules published: Friday 6th December 2024

Entries open: early May, date tbc (2025)

Entries close: midnight on Tuesday 3rd June 2025

Draw held: Saturday 7th June 2025

Draw published online: by noon Tuesday 10th June 2025

Please refer to [HWR.org.uk](https://www.hwr.org.uk) for further details

Local Business Support

This year marked a tremendous success for Local Business Support, bringing new initiatives and meaningful community engagement.

We transitioned from a magazine to a comprehensive programme, blending engaging articles, advertisements, and event details such as race trees, race schedules, and crew information. The programme's center map highlighted businesses offering discounts to athletes and supporters wearing pink wristbands, a gesture warmly received. The new format was well-received by participants and supporters alike.

Local businesses embraced the opportunity to share updates on our social media platforms. A big thanks to the volunteers, whose meticulous post-scheduling enhanced visibility before, during, and after the Regatta.

The town turned pink in support of the athletes, with businesses decorating their windows. The Women's Institute added charm with a knitted post box topper in HWR colors, which was widely shared on social media.

Ambassadors, crews and supporters captured joyful memories on the river bank alongside Oardrey, our beloved bear mascot.

2024 brought off our first festive card competition with the winning card along with the two runners up being printed and available for sale online by the Henley Women's shop to raise funds for Henley Women's Regatta. We encourage our HWR Friends to support us by purchasing these unique and beautiful cards!

Thank you to everyone who contributed to making 2024 an exceptional year. Let's carry this momentum into 2025!



Rejoin the Friends of HWR in 2025!



We would love you once again to enjoy the spectacle of Henley Women's Regatta as a friend in the Chairmans Enclosure .

Becoming a Friend of HWR offers an exclusive opportunity to experience the regatta in style while supporting this iconic event.

Memberships for 2025 are now on sale at <https://www.henleywomensregatta.org/category/friends>.

Don't miss out—encourage your friends to become a part of the HWR community!



Henley Women's Regatta Enclosure Update

A huge thank-you to you all for supporting HWR 2024. As Naomi mentioned in her introduction an amazing regatta for some excellent rowing, fabulous racing , largest entry ever and we have managed to reverse the losses from 2023. We simply could not do this without our friends, life friends and supporters amazing support , thank you for helping make HWR 2024 such a fabulous success.

Here's what you need to know:

- **Parking:** Having reviewed our parking arrangement, with the limited availability we have and to ensure our core costs of Remenham hire are covered, from 2025 parking at Remenham club will not be included within Life or Annual member benefits. All parking must be pre-booked online using this [link](#).
- **Seating:** Will once again be available on the upper mounds. A limited number of tables will be available for reservation, while the remaining seating operates on a first-come, first-served basis.
- **Tea & Lunch Bookings:** After the success of tea on the mound we will again offer this in 2025. Reservations for all food orders in the club house and the mound open in April 2025, so mark your calendars to secure your spot!



We're always looking to enhance your experience. If there's anything new you'd like to see or share feedback on, we'd love to hear from you! For questions and queries please email [Friends](#) and [Chairmans Enclosure](#).

Digital Plan

After the success of our 2024 livestream, produced in partnership with Giggabox, we're excited to enhance our digital presence! Plans are underway to create a dedicated platform for easier access to live regatta coverage, bringing the magic of HWR to audiences far and wide.

Improvements include clearer finish-line visuals and spotlighting the incredible stories of our athletes—all while exploring sustainable revenue options to secure HWR's future.

We're also upgrading our website for a seamless mobile experience, ensuring Henley Women's Regatta remains accessible and engaging for competitors, spectators, and volunteers alike.

We'd love your help! Share your stories, volunteer, connect us with supporters to help us grow or sponsor this digital development. Drop us a message at [Chairmans enclosure](#) —we'd be thrilled to hear from you!



Volunteers Hub

Everyone involved in the running of Henley Women's Regatta is a volunteer – but we recruit an army of T-shirted volunteers for the three days of the Regatta. Last year we had nearly 150 volunteers covering over 1400 man hours. And they came from far and wide (Australia was the furthest) and ranged from 16-75 years in age.

If you would like to be involved in one of the many onsite voluntary roles in 2025 you can either email us at volunteers@hwr.org or keep an eye on the website and apply online from January onwards. We look forward to seeing you!

Henley Women's Regatta Ambassadors and Communications



2024 saw a dedicated volunteer lead for our communication and ambassadors programme driving much improved and wider coverage across the regatta.

HWR is proud to have 16 remarkable Ambassadors who wear their Gold HWR badges with pride ([Ambassadors - Henley Women's Regatta](#)), with 12 directly attending and supporting HWR 2024, with 3 of our new Ambassadors going on to become Olympic and Paralympic champions from Paris 2024:

- **Emily Craig and Imogen Grant:** Women's Lightweight Double Sculls
- **Erin Kennedy MBE:** Cox of PR3 Mixed 4+

Our Ambassadors were involved in various supporting roles from Commentary, WOX coxing course walks, Competitors meet-and-greets, Prize-giving ceremonies, Delivering speeches at the International Reception, Supporting volunteers and filming messages of encouragement for participants (viewable on hwr.org.uk)

Following an extremely successful summer from the GB rowing team its worth highlighting that over 77% of GB women rowers at the Paris 2024 Olympics had previously won at HWR, with GB women securing 44 HWR wins in total. Looking ahead to the LA 2028 Olympics, World Rowing has confirmed the 1500m race distance, making HWR the perfect preparatory ground!

2024 Social Media Success HWR's online presence grew significantly this year across all platforms, with over 67,000 livestream views for 2024 regatta. HWR launched itself into Tik Tok for the first time and now has over 1,000 followers.

- Facebook: 5.1K followers.
- Instagram: 4.35K followers.
- X (Twitter): 8.8K followers.
- TikTok: 1K followers



Photo credit: Steve McArthur / Row360

Memorable Moments

- HWR Bear "Oardrey": Named by Trentham RC junior Aimee Corkhill, who enjoyed a day of volunteering with her family.
- Filming Success: "Eleanor's Story" is live on the HWR website, and more interviews are in



HWR Gifts and Festive Cards

The sale of all our merchandise helps raise funds for Henley Women's Regatta do please take a moment to visit the online shop. This years for the first time it included festive cards featuring winning designs from this year's competition [All Products | Welcome](#).

HWR Programme

We hope that enjoyed the return of a full programme this year, only possible through the immense hard work of the team who pull it together, write the articles, create the artwork, along with and the generous sponsorship from our supporters. Please do let us know if you would like to see an article of a specific subject or if you are in a positions to support the programmes production. enquiries@hwr.org.uk

Corporate Hospitality

Would you be interested in booking a day at HWR and your guests, we can offer a package to suit including lunch and tea, parking, launch rides and a meet and greet with one of our ambassadors or executive members, do contact us to discuss in more details. [Chairmans Enclosure](#)

Crew Reunions

As we come up to our 40 regatta in 2028 we now have well over 35 years of winning crews at HWR, would you like to regroup with your crew and make a day of it. If your interested in having a crew reunion please contact us on [Chairmans Enclosure](#).



HWR 2024 Winners



Trophy		Club	Time	Verdict
Championship Events				
The Ron Needs Challenge Cup – for eights	C 8+	Oxford Brookes University (A)	04:41	2 L
The Avril Vellacott Cup – for coxless fours	C 4-	Leander Club (A)	05:00	4 3/4 L
The Redgrave Challenge Vase – for coxless pairs	C 2-	Leander Club (A)	05:38	1 3/4 L
The Borne Cup – for quadruple sculls	C 4x-	Nottingham RC/Trentham BC/Twickenham RC (B)	04:55	1/4 L
The W. Peer Cup – for double sculls	C 2x	Oxford Brookes University / Thames RC	05:18	3 1/2 L
The George Innes Cup – for single sculls	C 1x	Waikato RC NZ - S Egnot-Johnson	05:54	2 L
Championship Lightweight Events				
The Haslam Trophy – for lightweight double sculls	C Lwt 2x	Dart Totnes ARC (A)	05:39	1 1/2 L
The Parkside Trophy – for lightweight coxless pairs	C Lwt 2-	Quintin BC	06:02	1/2 L
The Godfrey Rowsports Trophy – for lightweight single sculls	C Lwt 1x	Schyulkill Navy High Performance Collaborative USA	06:01	2 1/4 L
Aspirational Events				
The Colgan Foundation Cup – for academic eights	AA 8+	Oxford Brookes University (A)	04:49	3/4 L
The Copas Cup – for club eights	AC 8+	Thames RC	04:54	3 L
The Cathy Cruickshank Trophy – for academic coxless fours	AA 4-	Durham University	05:18	2 1/2 L
The Lester Trophy – for club coxless fours	AC 4-	London RC (A)	05:13	2 3/4 L
The Chairman's Trophy – for quadruple sculls	A 4x	ARSR Skadi, Rotterdam The Netherlands (A)	05:13	1/2 L
The Rosie Mayglothing Trophy – for double sculls	A 2x	Hartpury University & College BC (A)	05:32	2 L
The Bernard Churcher Trophy – for single sculls	A 1x	City of Oxford RC - C Armstrong	06:14	3 L
The Fiona Dennis Trophy – for lightweight single sculls	A Lwt 1x	Reading University - I Lancaster	06:15	2 1/2 L
Development Event				
The Frank V Harry Cup – for coxed fours	D 4+	Edinburgh University (A)	05:35	4 1/4 L
Junior Events				
The Peabody Cup – for junior eights	J 8+	Headington School (A)	05:01	3/4 L
The Groton School Challenge Cup – for junior coxed fours	J 4+	Aberdeen Schools RA	05:37	4 1/2 L
The Bea Langridge Trophy – for junior quadruple sculls	J 4x-	Wycliffe College	04:57	5 L
The Rayner Cup – for junior double sculls	J 2x	Hartpury University & College BC (A)	05:35	1 3/4 L
The Di Ellis Trophy – for junior single sculls	J 1x	Wycliffe College - L Anderson	06:18	3 1/2 L
J16 Events				
The Nina Padwick Trophy – for J16 quadruple sculls	J16 4x-	Henley RC (A)	05:19	1 L
The West End Amateur Rowing Association Trophy – for J16 coxed fours	J16 4+	Godolphin & Latymer School (A)	05:44	3 L
Para-Rowing Single Sculls Events				
The Grosvenor Cup – for para-rowing PR3 single sculls	PR3 1x	St. Andrew BC - S Gough	06:52	2 1/2 L
The Vesta Cup – for para-rowing PR2 single sculls	PR2 1x	-		



