



Canal &
River Trust

Living Waterways transform places & enrich lives

Our 10 year strategy



April 2015

waterways

places

prosperity

people

influence

resources

“ Our **strategic goals** form a **sustainable cycle** that will deliver our vision & **secure the future** of the waterways **for generations to come** ”

– Richard Parry, Chief Executive



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National Waterways Museum, Ellesmere Port

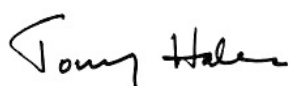


From our Chairman

Passing through cities and rural parishes, canals and rivers define the character and personality of a village or town. They are the feature that explains its history and what makes it special today. Waterways provide a unique environment, a place where you can escape, relax and spend time with friends and family.

In 2012, the Canal & River Trust was given the responsibility of looking after these 2,000 miles of historic waterways, the nation's third largest collection of listed structures as well as museums, archives and hundreds of important wildlife sites.

This is an enormous task and this document sets out our ambitious goals for the next ten years. We want our canals to be vibrant, full of life and the centre of the community, alive with people, boats and wildlife. We want more people to discover, use and get involved with their local waterway because we believe that *living waterways transform places and enrich lives*.



Tony Hales
Chair

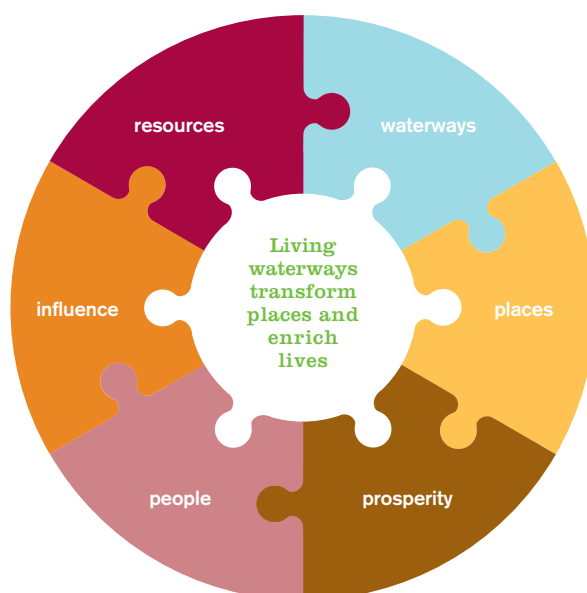
Our Vision

Our vision begins with the waterways. They need to be **living waterways** – teeming with wildlife, heritage and people. A vision far removed from the dilapidated waterways of decades ago.

Through the work that we do, we begin to **transform places** and make a difference to the communities they run through. And by transforming these waterways we **enrich people's lives**.

The waterways offer tranquility, recreation, health and wellbeing. They enable us to connect with people and put the waterways back into the centre of their communities.

This is what we are aiming for:
Living waterways transform places and enrich lives.



Waterways

waterways

We care passionately about our canals and rivers, and we want these 200 year-old waterways to be used and enjoyed by generations far into the future.

Along with 2,000 miles of waterways we also look after the third largest collection of listed buildings and structures in the UK and 63 sites of Special Scientific Interest. We work hard to carefully conserve and preserve these fragile structures and precious habitats to ensure their long term survival.

‘ We care passionately about our canals and rivers ’

We want:

- To encourage and grow the number of people boating, using and enjoying the waterways
- To manage our assets – everything from bridges to aqueducts to culverts and locks – in the best possible way
- To look after the heritage and wildlife on our canals and rivers for people to enjoy – now and in the future
- Towpaths that are safe and available for everyone to use for all the activities that people enjoy doing
- To be a champion for restoration and grow the number of waterways we care for

Pontcysyllte Aqueduct



Places



Our waterways are special places that are loved and valued by local residents and visitors alike. Through careful and sensitive management of our canal-side locations, museums and attractions, we want to encourage more people to discover and explore these hidden treasures.

Our towpaths can also play an important role in helping people of all ages improve their health and wellbeing. We want more people to realise the benefits and are upgrading and improving access to these traffic-free walking and cycling routes.

And we are working hard to promote the low carbon and sustainable opportunities that our waterways offer for businesses from generating hydropower to cooling and heating canalside buildings.

We want:

- Our waterside locations and our museums and attractions to be popular visitor destinations
- To provide havens for people to escape to – away from the pressures of modern life
- Enhance wildlife habitats and the natural landscape
- Our waterways to be promoted as ‘green’ low carbon options
- New developments around the waterways that are in keeping with them and their wider environment



Prosperity



Transforming our waterways has immense benefits – for people and the environment. Revitalising the canalside can bring forgotten areas back to life, creating vibrant places for people to work and live.

Working in partnership local communities and organisations, we are striving to bring neglected waterway sites to life through new developments, events and activities. This holistic approach helps to attract visitors and businesses reviving once-forgotten communities.

‘vibrant **places** for people to work and live’

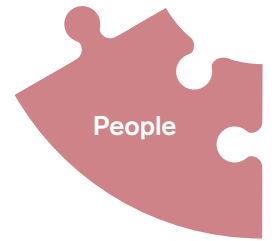
We want:

- Our waterways to drive and be a catalyst for regeneration and developments that make a difference to the local area
- Our waterways and the surrounding areas to be alive with a broad range of businesses and enterprises
- To contribute to local economies and to provide opportunities and livelihoods for local people
- Waterways and our museums to provide learning and activities for all, especially for children and young people
- To encourage community events, festivals and celebrations on our waterways

Canal & River Explorers



People



Our canals enrich lives. They provide wonderful places where families and friends can spend time together.

Through initiatives such as creating community orchards, towpath tidy days and healthy living events, we are helping to bring communities together, uniting them in caring for their local environment. We want more people to take pride in where they live.

We want:

- Communities to feel ownership of, and get involved with caring for, their local waterway
- To offer something for everyone to enjoy
- Lots of volunteers to offer them wide ranging and rewarding experiences
- Our customers and visitors to have a satisfying experience that always meets their expectations

‘ We are **helping** to bring **communities** together ’

Grand Union Canal, Milton Keynes



Influence



We are continuing to establish our reputation as respected partner and trusted guardian of our canals and rivers, and grow our influence, championing the role our waterways can play in our everyday lives both here and abroad.

Through our Waterways Partnerships and Advisory Groups, local people are actively shaping the future of our canals and rivers, helping to create a distinctive role for waterways within local communities.

**‘ local people are
shaping the future
of our canals and rivers ’**

We want:

- To be a well-known and respected charity, locally and nationally
- To develop strong strategic partnerships and be recognised as a valued partner that gets things done
- People to be our advocates and talk positively about us, and the work that we do
- To influence national and local funding and policy decisions to support waterways
- To promote the wider impact waterways can and are having across England and Wales



Lady Capel's Bridge, Grand Union Canal

Resources



Caring for a historic and fragile infrastructure spread over 2,000 miles requires considerable maintenance and attention. We are working hard to ensure we have sufficient resources to care for our canals and rivers today and tomorrow.

Along with encouraging more people to become a Friend of the Canal & River Trust, we are increasing the number of companies, organisations and funders we work with, and we carefully manage our investments.

We are also utilising technological advances to ensure we are better able to look after our water and natural resources, making sure we are prepared for future changes in usage and supply.

We want:

- The Trust to be a great place to work and volunteer, to attract, retain and grow capable and passionate employees and volunteers
- To grow the number and range of funding partners and donors who work with us
- Grow our investment income and long term capital value to earn the money needed to look after the canals
- To continually look for better ways of working and use new technology so we are as effective and efficient as possible
- Look after our water and other vital natural resources to support the sustainable use of the waterways in the long term

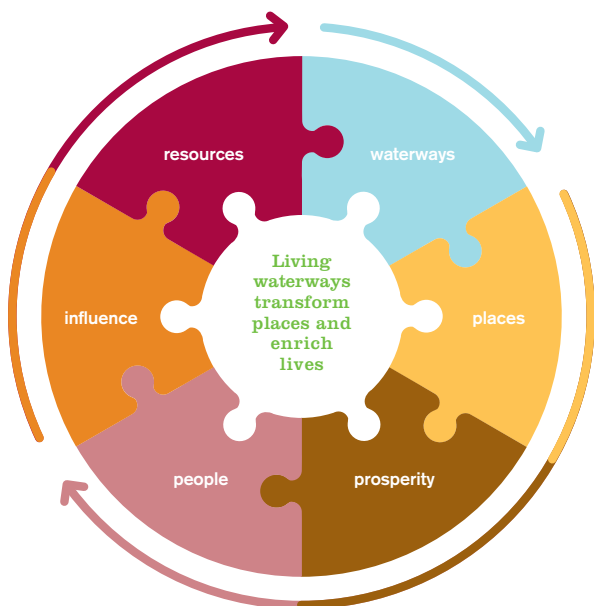
Camden Lock, Regent's Canal



Strategic Goals

Working together, our six strategic goals form a sustainable circle that will deliver our vision and secure the future of our waterways.

In order to look after and improve our **waterways** we need **resources** – support, investment and advocacy from others. This will in turn deliver more public benefits: **places**, **prosperity** and **people**. The more public benefits we deliver, the greater our **influence** and the more we are able to grow our resources to invest in the waterways and so on...



Our ambitions for 2025

In developing this strategy we have given some thought to what success might look like over the next 10 years. Here are just a few of the ambitious measures we have identified, to create clear aspirations for what the Trust and our waterways can become in 2025:

A popular place to visit with around half a billion visits to our waterways and museums, up from around 350 million today.

Host to a thriving boating community, with the vast majority (at least 85%) of boaters and waterway-related businesses satisfied with the Trust's service.

A well-known charity, with 75% of the people aware of us – up from 30% now, and with 50% of people willing to support us and the waterway cause.

A well-supported charity with around 100,000 regular individual donors, up from 10,000 now.

A great place to volunteer with volunteers involved in all aspects of our work and contributing 1 million hours of time, up from 400,000 hours today.

Communities across the system will be involved in actively caring for their local waterway, with around 500 local adoptions in place, up from around 85 today.

Connecting with the future generation of supporters, with around one million children and young people each year involved with our waterways through volunteering, arts, education, sport and social action.

The inland waterway network will be growing, with many more miles of restored or new waterways introduced.

waterways

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