



Pocklington Canal – A Gem in the Landscape

Summative Evaluation Report

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This report is an independent evaluation commissioned by the Canal & River Trust and undertaken by external evaluators Heritage Insider.

Completed July 2019



**100% of capital
works completed**

POCKLINGTON CANAL - A GEM IN THE LANDSCAPE



**3,610 Project
participants**



**49 Volunteers
trained**



**344 Volunteering
days**



**2,426 School
children engaged**



**Green
Flag
Award**®



**94 Activities and
events**



Executive summary

Executive Summary

The Pocklington Canal; a Gem in the Landscape National Lottery Heritage Fund project was managed by the Canal & River Trust between 2016 and 2019 in partnership with the project steering group (consisting of Pocklington Canal Amenity Society (PCAS), Natural England the East & North Yorkshire Waterways Partnership). The canal is a historic and an important stretch of inland waterway set within a rich, biodiverse landscape of regional and national importance. The project aimed to **safeguard the canal's important heritage** by connecting people and communities to the canal whilst undertaking vital conservation and repair works to the built and natural heritage of the area.

This highly successful project has **met or exceeded** most of its original aspirations and delivered a range of quality outcomes.

One of the areas for urgent action identified during planning was to halt the decline of the Site of Special Scientific Interest (SSSI) through prioritised, in-channel management and vegetation works, creating conditions where important aquatic plants and invertebrates could thrive. The projects practical conservation work has contributed directly to improving the condition of the Canals SSSIs. It is anticipated that Natural England may consider the site to be in a recovering condition when the site is formally assessed/monitored in 2019/20. Furthermore, the canal has now been awarded the coveted **Green Flag** status.

The project was in full swing as the canal headed towards its 200-year anniversary in 2018 bringing the rich heritage of the canal into sharp focus. Improvement works were made to **Church Bridge** with the support of a volunteer team who received specialist training to undertake the work. The Pocklington Canal Amenity Society and Canal & River Trust staff from the Yorkshire & North East Waterways won the **runner up prize** in the **Heritage Category in the Living Waterways Awards 2018** for the restoration of Church Bridge, combined with the restoration of Walbut & Thornton Locks (a separate project that complimented the National Lottery Heritage Fund project).

The **community and public engagement programme** consisted of an interpretation scheme, activities, events and a formal education offer. The project has achieved a good reach across a range of beneficiary groups. In total 3061 people have taken part in the project, many of which were from communities living close to the canal. For example, 2,426 children from 14 schools have learnt about their local heritage through the project's education programme.

For the majority of the delivery phase, the project benefitted from having a Project Officer able to concentrate exclusively on the canal, as opposed to the project work being absorbed into another existing role. This **dedicated staffing resource** has been crucial to delivering the project and a valuable asset for managing work and developing community relations whilst working alongside a volunteer run organisation such as PCAS. This work takes time and concentrated effort, but the reward has been deeper outcomes for heritage, people and communities and a longer-term impact.

The **volunteering programme** has also been key to delivery of the project and delivered 188% of its volunteer recruitment target. In particular, the partnership with and work of the local organisation PCAS has been instrumental to the success of the project and the longevity of some of the work undertaken. PCAS was formed in 1969 by local people keen to restore the canal. In 2018, PCAS cemented their long-term commitment to both the Pocklington Canal and working alongside Canal & River Trust by formally adopting a section of the canal through the Trust's formal Adoption programme. They will continue to care for the canal after the project ends. Three volunteers received training in weed clearance to increase PCAS's capacity to manage the monthly summer weed cuts essential to managing the canal's open water.

The project has experienced challenges, for example, issues concerning access and land ownership of Swing Bridge no.7 which consequently delayed work on this element of the project. The canal & River Trust also underwent organisational changes to become a waterworks and wellbeing charity. The accompanying rebrand posed a challenge for the project because it affected broad ranging areas such as the interpretation and branded PPE.

There is no doubt that the project is leaving a legacy for this important landscape and for local communities. For example, the Canal & River Trust Explorers programme, guided walks, weed cutting, volunteering and the sterling work of PCAS will all continue to some degree after the project. The Pocklington Canal; a Gem in the Landscape provides a useful case study for the canal & River Trust. It shows how a project can meaningfully contribute toward its organisational vision of 'Living Waterways Transform Places and Enrich Lives' by working with local organisations embedded with communities to care for waterway heritage and create opportunities to ensure it is an important part of local people's lives and the sense of place for the local area.



1. Background

1.1 Project overview and canal history

The Pocklington Canal: A Gem in the Landscape project was a three-year Canal & River Trust project, which ran from 2016 – 2019. The project consisted of four themes which aimed to contribute to the Trust's vision that 'living waterways transform places and enrich lives.'

The canal was officially opened in 1818, after being cut through a landscape thousands of years old. Although activity on the canal has changed over the decades, a key and unwavering characteristic of the canal is that it is local. It was originally financed by local landowners and used for transporting local produce out to the River Derwent, and local people formed the Pocklington Canal Amenity Society (PCAS) in 1969 to restore the then derelict canal.

The canal was owned by the Pocklington Canal Company until 1848, when it was sold to the York and North Midland Railway. It had stopped carrying commercial craft altogether by the 1930s, and then in 1968 the Transport Act sought to nationalise responsibility for Britain's inland waterways network with the creation of the British Transport Commission, seeking also to formalise the status of each individual canal. The canal was deemed to be a 'remainder' waterway, meaning that it was no longer maintained for either commercial or leisure use, gradually growing un-navigable.

The canal has been gradually restored since 1969, beginning with the work of Pocklington Canal Amenity Society. The canal's importance has become nationally recognised through three 'Site of Special Scientific Interest' designations for ecology and 13 Grade II Listed designations for its built structures.

1.2 The project

‘A Gem in the Landscape’ project took place during the run up to the 200-year anniversary of the opening of the canal, in 2018. The project celebrated an important milestone in the canal’s history, providing a focus for activities and a ‘hook’ for marketing and promotion.

The Canal & River Trust was established in 2012 as a waterway’s charity, taking over the guardianship of British Waterways. It operates within England, and Wales.

The project delivered in partnership with the following groups and organisations:

- Pocklington Canal Liaison Group¹
- Pocklington Canal: A Gem in the Landscape Steering Group
- Landowners

Four themes pertain to the project, which are key to contributing to the achievement of The Trust’s vision:



Figure 1: Diagram of the four themes of the project

- Improving built heritage – Improved condition of Church Bridge and Swing Bridge No.7
- Improving natural heritage – Improved habitat and SSSI health
- Encouraging green tourism – Greater understanding and appreciation of the heritage, and responsible visitor behaviour
- Engaging the local community and supporting educational visits – A sustainable volunteering programme that delivers a rewarding experience, and local community feel pride and ownership of the canal as a community asset. Education programme as a part of the Trust’s Explorer programme.

¹ The Pocklington Canal Liaison Group consists of representatives of the Canal & River Trust, Natural England, the East Riding of Yorkshire Council, the East & North Yorkshire Waterways Partnership, the Environment Agency, English Heritage and the Pocklington Canal Amenity Society. See <http://www.pocklingtoncanalsociety.org/pclg.html>



2. The evaluation approach

Heritage Insider Ltd, an independent specialist consultancy, was commissioned in 2016 to conduct the interim and summative evaluations of the project. Data for this summative report has been collected by both the project team and Heritage Insider.

2.1 Key questions for evaluation and limitations

The following key questions were formulated to assess the success of the project during the evaluation:

1. Have outputs been achieved?
2. Have the National Lottery Heritage Fund outcomes been achieved?
3. Who has benefitted from the project?
4. Project highlights and successes
5. What have the Canal & River Trust learnt from the project?
6. What could be the longer-term impacts/legacy of the project?

Limitations

There have been some limitations to the findings in this summative report for a variety of factors, the primary ones are outlined below:

Understanding project long-term impacts - There are some limits on what aspects and outcomes can be investigated for example measuring the long-term impacts on SSSI improvement. Emerging outcomes and impacts have been analysed along with outputs to date. The long-term impacts cannot be fully investigated as there is not yet enough information on the difference the project is making to people's lives as well as the SSSIs.

Interview numbers – For both face-to-face interviews and telephone interviews, not all project participants were available to take part. In the case of the face-to-face interviews, not all the volunteers involved in Church Bridge were able to attend the celebration event, so therefore only a proportion of them were interviewed. In the case of the telephone interviews, not all potential participants were available to take part. This means that the picture of the project is not as representative of all project participant experiences as it could be.

2.2 Monitoring and evaluation methodology

The evaluation for this project took the form of a mosaic approach², combining a number of evaluation techniques. This has allowed the triangulation³ of data to create a rounded view of the project and its outcomes, and to investigate in detail the extent to which each aim and objective has been met, and the success of each project theme.

² Utilising a variety of methods of evaluation to build up a picture of a project

³ Triangulation is a technique which facilitates the validation of data with the use of multiple sources

The list below represents the data collection methods which have been fed into this summative evaluation report:

- Information provided during the Interim scoping meeting held with the Project Officer and Project Partners
- Desk-based review of project documentation and monitoring spreadsheet
- Project social media pages content review and web content review
- Project media coverage content review
- Quarterly project updates and reports
- Works report from Church Bridge brickwork contractor, Terrence Lee
- Data gathered from interviews⁴ taken at the 2018 Pocklington Canal bicentenary event
- Data gathered at the canal events
- Telephone interviews⁵ with project staff, partners, and contractors in June 2019
- Data from the project Interim report, for example lessons learned in the first half of the project and data on works carried out to date during the interim evaluation
- Teacher interviews⁶ with two of the participating schools

⁴ N:12 Volunteers interviewed

⁵ N:10 Interviews with project staff, partners, and contractors

⁶ N:2 Teachers interviewed



3. Project targets and NLHF outcomes

3.1 Did the project achieve its targets?

The project's outputs have been assessed and given a red, amber or green RAG rating (see key below). These figures are those stated on the National Lottery Heritage Fund grant application. The table below summarises the success of the outputs by comparing the desired figure with the actual figures achieved. The achieved figure percentage has then been calculated against the target figures to produce a percentage of increase or decrease.

The project has been extremely successful with its targets, not only has it achieved most of them, it has gone above and beyond with amazing percentage increases. The project came under the predicted target in organising one-off volunteer days target of 75 people over 15 days. The project achieved 62 volunteer days over 11 sessions which was 17% under target. This was partly due to the availability of worthwhile volunteering opportunities for one off days on the canal, as during the course of the project the numbers of active PCAS volunteers on their weekly working party volunteer days increased.

Key to project progress rating:

Achieved or exceeded target output

Just under the desired output

Below desired target output

| Desired output | Target figure | Achieved figure | Achievement | RAG rating |
|---|---------------|-----------------|-------------------------|------------|
| The project will have recruited regular volunteers | 26 Volunteers | 49 Volunteers | 88% increase on target | |
| The project will have organised one-off volunteer days - 75 people over 15 days | 75 People | 62 People | 17% under target | |
| People will have taken part in an activity or workshop | 260 People | 275 People | 5.7% increase on target | |
| People will have participated in community archaeology | 30 People | 56 People | 86% increase on target | |
| People will have contributed to a community heritage sculpture | 30 People | 95 People | 216% increase on target | |
| People will have taken part in one of thirty walks & talks | 300 People | 314 People | 4% increase on target | |
| 700 people will have attended a public event | 700 People | 2083 People | 197% increase on target | |

| | | | | |
|--|------------------------------|-------------------------------------|-------------------------------|--|
| 30 primary school classes will have visited the site or been visited in school | 30 Primary school classes | 40 Primary school classes | 33% increase on target | |
|--|------------------------------|-------------------------------------|-------------------------------|--|

Table 1: Data taken from Pocklington monitoring spreadsheet 2017-2019

3.2 Contributing to the National Lottery Heritage Fund outcomes

As discussed in Section 1.2, there were four overall themes of the project, they were; improving built heritage, improving natural heritage, encouraging green tourism and local community and education. This section explores how the work within each of these themes has contributed towards the NLHF outcomes.

| NLHF outcome area | Examples of how this has been achieved |
|---|---|
| Outcomes for heritage | |
| Heritage will be better managed, and heritage will be in better condition | The repair work and conservation carried out on the Grade II listed Church bridge was a great success. The work exceeded volunteer target numbers, used only traditional materials and methods and trained volunteers in an array of new skills such as lime work. PCAS and Canal & River Trust staff from the Yorkshire & North East Waterways also won the Runner Up prize in the Heritage Category in the Living Waterways Awards 2018 for the restoration of Church Bridge, as well as the restoration of Thornton and Walbut Locks. Five of the volunteers who helped with Church Bridge went on to help with the PCAS-led restoration of Walbut Lock. |
| Heritage will be better interpreted and explained | The new interpretation scheme was installed along the canal in 2018. The on-site interpretation has Quick Response codes (QR) which are Metrix bar codes. These codes link directly to the Trust's website, people walking along the canal can use their smart phones or devices to scan the codes and get further information about the history of the canal. The Digital Editor is responsible for the ongoing maintenance and management of this system. This is a permanent role which will allow the content to continue. The PDF printable artwork for the leaflets is held on file within the Trust digital storage system, this can be accessed when needed allowing changes to be made and the content repurposed for events and activities in the future. |
| Heritage will be better identified/recorded | The tree removal, trimming and crown lifting work and dredging work carried out throughout the project has enabled more light to reach the water's surface as well as making it more visible and physically accessible to canal users. This will allow better species and habitat recovery and recordings. Now that all the work has been completed it is anticipated that Natural England may consider the site to be in a recovering condition when the site is formally assessed/monitored in 2019/20. |
| Outcomes for people | |
| People will have developed skills | Volunteers were trained in a range of valuable skills throughout the project which they can use on future projects and works on the canal going forward. The heritage skills training given during the restoration on Church Bridge included traditional 'raking out' which is the removal of cement mortar using only hand tools, the traditional building skill of applying lime mortar, filing and brushing joints, brick cutting, brick placement in walls and wetting down and covering of lime work. Volunteers have also become familiar with site practices such as skills in coordinating heritage tasks, the crucial role of water, cleanliness on site and protection of the environment. |
| People will have changed their behaviours/attitude | The pond dipping events helped children and adults learn more about the canal and the amazing wildlife that inhabits it. The events aimed to change perceptions of the canal as well as inspire people and help them discover its great biodiversity. People aged from 3 to 52 participated and reported seeing mayflies for the first time, discovering the UK has leeches, catching tadpoles and having the opportunity to let children explore the pondlife in a safe environment. |

| | |
|---|---|
| People will have had an enjoyable experience | The project arranged a multitude of interactive events with the local community over the life of the project. In total 94 events took place with a participant figure of 3,610. The events were varied and included fun and informative workshops such as the geophysics workshops, education volunteer workshops and wildflower ID walks. Community events such as the family Nature Safari, the discovery day at Canal Head and the Easter activity day were also held. This eclectic mix of activities provided something for all and was instrumental in helping the project achieve such great participatory numbers. |
| People will have volunteered time | The project has managed to achieve a high number of volunteer days, 344 in total over the life of the project. Volunteers have donated their time and helped the project with an array of different activities and events. They took part in the archaeology days on Church Bridge, tree work, PCAS bird box building, weeding, bird walks, PCAS path building activities and many more. The roles for volunteering included; five education volunteers, two walk leader volunteers, 20 volunteers working on the restoration of Church bridge, 10 volunteers working on the restoration of Swing Bridge (six of these had already taken part in Church Bridge), two research volunteers, 20 archaeology volunteers and four event volunteers. |
| People will have learnt about heritage | The project effectively used social media as a tool to raise awareness of the projects and promote specific activities and events. The Trust's North East Twitter page @CRTNorthEast was used to promote the canal project, including calls for volunteers, information regarding events, and tweets which act to keep followers up-to-date with the project. It currently has 1,343 followers (July 2019). The project specific Twitter account @PockCanal account now has 437 followers and has posted 714 informative tweets to date and received 1,457 likes on Twitter. This account is shared between both the Trust and PCAS, which will allow it to remain active after the project ends. |
| Outcomes for communities | |
| Negative environmental impacts will be reduced | The dredging work has made a significant difference to parts of the canal for example between Coates Bridge and Bielby Arm, with contractors working to open a central channel along the canal. The purpose was to create areas of open water surrounded by fringes of reeds along the banks, further dredging works have also taken place between Top Lock and Silburn Lock. This has also improved the biodiversity and general health of the canal through targeting areas which had a high plant diversity. These were cleared in 2018 to create open water helping to increase the biodiversity on the canal. |
| More people and a wider range of people will have engaged with heritage | PCAS ran a wide range of activities attracting all ages, for example the family friendly event held over the Easter weekend. The aim of this event was to engage with local communities and raise awareness of PACS and the Canal & River Trust. Held at the Melbourne Arm Moorings building it consisted of an Easter Challenge puzzle. Challenge sheets were created with five questions to which the answers could be found by exploring the banks along the canal. The event had a chocolate egg prize incentive for each completed sheet and a fantastic 45 puzzle sheets were handed back into staff. As part of the feedback process the sheets also asked attendees to list anything they had 'learned about the canal' as a result of attending the event. Lots of historic facts were noted such as when the canal was built, how many miles to London it is from the canal and details of the history of the canal were noted by children and their parents. |

| | |
|--|---|
| The local area will be a better place in which to live or work | In 2018 Pocklington Canal was awarded the prestigious Green Flag Award, along with five other Trust-owned canals. All 9.5 miles of Pocklington Canal was included and given this prodigious award. The scheme is run by 'Keep Britain Tidy' and recognises spaces that boast the highest possible environmental standards that play an important role in the local community. Jon Horsfall, head of customer services at the Trust said: "We're delighted that a further six special canals have been recognised with Green Flag Awards for their wildlife, accessibility, heritage and benefits to those who live nearby." |
| The local economy will be boosted | The inclusion of local businesses on suggested circular walks and event marketing has hopefully had a positive impact in the local economy. There are not many facilities on the canal for visitors, so highlighting local business will help direct visitors their way. As a result of the project the canal is now a better place to visit and better maintained. Improving the canal as an amenity will support local businesses. The project has also contributed to the development of local skills through the volunteers training programmes they provided. |
| The organisation will be more resilient | The training Pocklington Canal Amenity Society has received will enable them to continue the work long into the future once the project has come to an end. For example, the training given to carry out the SSSI works. The volunteers were trained how to safely use a workboat to carry out regular weed cuts along the canal to maintain the open water habitats. Three volunteers have been upskilled to crew this boat, allowing this vital work to carry on going forward. |

Figure 2: Table of people, communities, and heritage outcome achievements by the project and matched against the National Lottery Heritage Fund outcomes



4. Project highlights and successes

The following section concentrates on the four themes of the project and whether it achieved its goals of; improving built heritage; improving natural heritage; encouraging green tourism and engaging the local community. It also explores the projects legacies and who has benefited.

4.1 Improving built heritage

4.1.1 Bringing Church Bridge back to life

The work to Church Bridge was included within the improving built heritage theme in the activity plan and the restoration work that began in April 2017 has now been completed. The work targeted priority areas of the bridge and care was taken to ensure that no debris during the works fell into the canal.

Church Bridge successes:

- ✓ Target number of volunteers for work to the Church bridge was exceeded with 20 volunteers in total
- ✓ Awarded the winning prize in the 2019 East Riding of Yorkshire Council Chairman's Awards (Built Heritage Award in the Single Dwellings/Minor Works Category)
- ✓ Church Bridge volunteers were trained in an array of new skills such as lime work and on-site protection of the environment
- ✓ The skills taught to volunteers have enabled them to work on other bridges and locks
- ✓ Condition of the bridge has been improved on the Trust asset register
- ✓ The work on Church Bridge used only traditional materials and methods
- ✓ Achieved Runner Up prize in the Heritage Category in the Living Waterways Awards⁷ 2018 for the restoration of Church Bridge, combined with the restoration of Walbut & Thornton Locks (a separate project that complimented the National Lottery Heritage Fund project).



Figure 3 Picture taken at the Living Waterways Awards 2018 gala ceremony in Birmingham courtesy of the Pocklington Canal Facebook page

⁷ The Living Waterways Awards, sponsored by Kier, Amco Geffen, Arcadis, CPC Civils, Fountains, Land & Water and Vinci, recognise the most exciting and inspiring waterway-based projects across the UK, which are transforming where people live and enriching lives

4.1.2 Putting the 'swing' back into No. 7 Swing Bridge

The work to No. 7 Swing Bridge took place between June and August 2019, and comprised of Contract and volunteer-led work.

Contractors replaced the bridges sidings to reflect a period design and cut back the retaining wall to rectify the trapping hazard. The restoration also included the installation of a decelerator on the Swing Bridge to slow the rate at which the bridge swings as a further safety measure.



Figure 4: Restoration work being carried out on No. 7 Swing Bridge

PCAS volunteers carried out the rebuild work on the retaining wall using traditional lime mortar and handmade bricks under the supervision of a brickwork specialist. On-site training was given to the volunteers over a 4-day period during which they rebuilt the retaining wall. In total 10 volunteers took part, of which 6 had previously volunteered on Church Bridge and were able to support the other volunteers with their existing knowledge.



Figure 5: Proud team photo after the restoration work on No.7 Swing Bridge

4.2 Improving natural heritage

4.2.1 Helping wildlife to thrive

At the start of the project it was identified that the canal's natural heritage required improvements just as the built heritage did. A Sites of Specific Scientific Interest (SSSI) condition assessment carried out by Natural England showed that sections of the SSSIs were in "unfavourable – declining" condition. Capital works to SSSI and tree works were carried out to improve conditions. Pocklington Canal SSSI was the worst in terms of biodiversity, all the dredging has now taken place within this SSSI.

The SSSIs along the Pocklington Canal are:

- Pocklington Canal SSSI
- Melbourne and Thornton Ings SSSI, also a Special Area of Conservation (SAC), a Special Protection Area (SPA), and a Ramsar site
- Derwent Ings SSSI also a Special Area of Conservation (SAC), a Special Protection Area (SPA), and a Ramsar site.

Tree Works

The aim of the tree works was to remove some of the trees which stood along the edge of the canal, with the hope of increasing the amount of light reaching the water. The density and number of trees had increased significantly over the past few decades, and the resulting shade was one factor responsible for the decline in the quality of the SSSI. The works were carried out in 2017 and 2018, with the project team selecting prime locations for clearance which resulted in the most benefit to the canal.

Sites of Specific Scientific Interest (SSSI) improvements

The project has seen dredging become a prime component of the SSSI improvement works which it began in early 2017.

Three sections of the canal were dredged with contractors working to open up a central channel along the canal for the purpose of creating areas of open water surrounded by fringes of reeds along the banks. These were: Coates Bridge to Bielby Arm, Top Lock to Silburn Lock, Walbut Lock to Thornton Lock. A further section between Thornton Lock and Church Bridge was dredged utilising funding from the Canal & River Trust. In addition to the dredging, contractors also reprofiled the channel between Church Bridge and Melbourne Arm using project funding to widen the open water channel.

"The work to improve the SSSI went fantastically and achieved what it needed to.

The involvement of the local community and raising awareness of the canal, getting people involved in activities and volunteering, is equally as big a success, probably more so".

Karen Rice, Senior project manager,
Canal & River Trust

The profiling work between Melbourne Arm entrance and the end of the previous stretch downstream of Church Bridge was done following reports of a blockage. This short stretch was

reprofiled rather than fully dredged with small amounts of silt being deposited on the offside bank where necessary. PCAS confirmed that the stretch was clear following the work.

All dredging works have now been completed to a high standard. The project also cleared out the Himalayan balsam which is a prevalent plant within the SSSIs. Workdays were held with volunteers to pull these plants up, targeting particularly dense compartments of balsam upstream.

The projects practical conservation work has contributed directly to improving the condition of the Canals SSSIs. It is anticipated that Natural England may consider the site to be in a recovering condition when the site is formally assessed/monitored in 2019/20.



Figure 6: Dredging works being carried out on the canal

“The project has seen great success with their events and participant figures: The way that we’ve delivered the balsam work alongside the project has been really beneficial and valuable. The balsam control from there has been good, we’ve been able to get on the ground and tackle it.”

John Cave, Project Officer - West Yorkshire Wildlife Trust

4.3 Encouraging green tourism

4.3.1 Pocklington’s new interpretation

The new interpretation scheme was installed along the canal in 2018. The on-site interpretation features Quick Response codes (QR) which link to the Trust’s website. People walking along the canal can scan the codes using their smart phones or devices to access further information from the Trusts webpage. It is hoped that as a result of these new canal interpretation boards, visitors will have a better experience and enjoy the canal more through clearer understanding of it and the surrounding area. The inclusion of local businesses on suggested circular walks has cleverly been included within the interpretation with the intention of driving custom to local businesses and in turn boost the local economy.

The project also created an informative map and guide leaflet. The leaflet included a section on ‘things to do’ such as boat trips, walks, fishing, encouraging creative photography, information on wildlife and the SSSIs and volunteering opportunities for PCAS and Friends of Pocklington Green Spaces. The leaflet also gave great information on how to get to the canal, links to their social media

pages, back ground information on the Canal & River Trust and PCAS. The map section has a beautifully illustrated map detailing a walk trail along the historic canal.

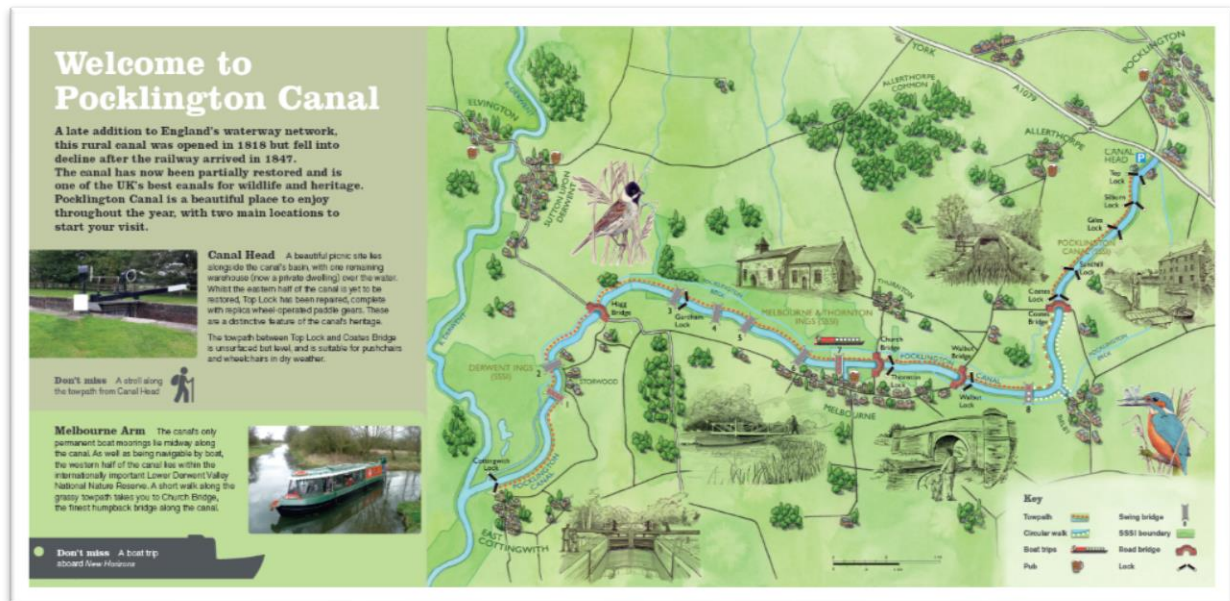


Figure 7: A page from the map and guide leaflets that were created for the project, informing users of the history of the canal and a useful trail map of the canal

4.3.2 Using social media to attract local communities

Spreading awareness of the Trust throughout the project has been successful, due to both the marketing and promotion of the project and its events, and the high number of positive media appearances.

The use of social media has been invaluable within the project and has been cleverly utilised to promote many of the activities and events.

The Trust's North East Twitter page @CRTNorthEast has been used to post about the canal project, including calls for volunteers, promotional posts regarding events, and tweets which act to keep followers up to date with progress. It has 1,343 followers as of July 2019, and the following has consistently grown throughout the project delivery period, the last count back in February 2018 saw the page has 552 followers, an increase of 791 followers in 17 months.

The Pocklington Canal: A Gem in the Landscape official Facebook page is also utilised to promote events, gather feedback, and keep followers up to date with the project. The Facebook page has 201 'likes' and 208 'followers'. Like Twitter, the followers have consistently increased since the start of the project delivery phase.

The project specific Twitter account @PockCanal was created back in October 2017. The initial thought was to create a page that allowed more content to be posted about the project and the

canal, without overloading the Trust's regional Twitter feed. The account now has 437 followers and has posted 714 informative tweets to date and received 1,457 likes on twitter. This account is shared between both the Trust and PCAS, which will allow it to remain active after the project ends.



Figure 8: Screenshot of the Pocklington Canal Twitter account

4.4 Engaging the local community and education

4.4.1 School engagement

The Explorer School Sessions were offered both in schools and at the canal as part of the project from September 2017. Children were able to enjoy a trip aboard a canal boat, pond dipping, and a history walk. These sessions were offered free of charge and were largely run by the Trust's Explorers education volunteer team. Despite a somewhat slow start on the education programme due to staff illness, the team managed to connect with 14 individual schools, including Pocklington Junior school connecting with an impressive 2,426 school children. 40 sessions were held in total, eight sessions on the canal and 32 sessions in schools.



Figure 9: Photo of some of the Canal & River Trust Explorers team

Children noted learning about rare and different creatures that live in and along the canal during pond dipping activities as well as enjoying the boat rides. When asked if they would do anything differently as a result of their visit, the children gave inspiring answers such as; visit more canals, look for more tadpoles and bugs and look out for wildlife. A high number of children noted they wanted to visit the canal again and more often.

4.4.2 Dynamic events programming

Over the last three years the project organised a vibrant programme of activities and events to attract new audiences, below are just a few of them:



An example of a community interactive event organised by the project is the Easter challenge weekend. The Project Officer and Pocklington Canal Amenity Society together ran this family friendly drop in event over the Easter weekend in 2019, between 12 noon and 4pm on Good Friday, Easter Sunday and the Easter Monday. The aim of the event was to engage with local communities and raise awareness of PACS, the canal and species that live there.

Held at the Melbourne Arm Moorings building, the event consisted of an Easter Challenge puzzle. Challenge sheets were created and consisted of five questions to which the answers could be found along the banks of the canal thereby encouraging participants to explore. The event had a chocolate egg prize incentive for each completed challenge puzzle sheet, 45 puzzle sheets were handed in over the weekend.

Families were asked to state one new thing that they had learnt as a result of attending the Easter event, the circle art below shows all the different answers given by attendees:



Figure 10: Word art demonstrating the feedback participants gave on what they have learned after attending the event

The puzzle challenge sheet had a voluntary section for participants to write their name and age, 38 of the 45 sheets had age details included and some had been completed by two children and contained two ages. The majority of participants completing the challenge sheets were aged 7 years old⁸, followed by 9⁹ and 5-year¹⁰ olds. This shows the event attracted a range of families made up of a variety of different ages of children.

⁸ 11 children aged 7 years old completed the Easter challenge

⁹ 6 children aged 9 years old completed the Easter challenge

¹⁰ 6 children aged 5 years old completed the Easter challenge

4.4.3 The volunteering experience

As part of the evaluation process, volunteers were interviewed by Heritage Insider¹¹. This was an opportunity to explore their experience of the project, discovering their positive and negative views including anything they might have gained through taking part in the project.

100%¹² of the volunteers interviewed said yes to having had an enjoyable experience, one volunteer even noted that they had got their daughter involved and as a family they had become really interested in the history of the canal, there were three generations here taking part.



Figure 11: Infographic demonstration that 100% of volunteers who were interviewed had an enjoyable experience volunteering

"Really good, sometimes stressful"
Project volunteer

"extremely enjoyable"
Project volunteer

The interviewees were asked; what has been the highlight of your time as a volunteer? The answers below have come from all 12 volunteers:

- Working with groups of school children doing pond dipping
- Getting this far and opening the stretch of canal.
- All sorts, I've been working on the bicentenary and it's been good getting the locks done and getting it all tidy. There's lots of boats here today for the open day and it's a good turnout.

¹¹ 12 Pocklington Canal volunteers interviewed at the bicentenary event celebrating 200 years of the Pocklington Canal, the event was held on the 28th July 2018 with a range of activities for families held at Melbourne Arm over two days and at Canal Head on the Saturday only.

¹² N:12

- Actually finding artefacts. We've found some old pins and stuff like that.
- The archaeological finds – particularly when you're digging through dirt in the trays and you come across a nail or piece of ironwork.
- Working as a group to uncover the history of Canal Head. I have an interest in local history, and last year I did some research on the buildings we were excavating and found some interesting newspaper articles online.
- I volunteered for years at Bingley and stopped because it became too far for me to travel. Claire Cavendish got me involved in the volunteering with Canal & River Trust and I've been in this role for about a year now. I enjoy it all.
- Finding artefacts! It's been really exciting. We've been finding bits of glass. Besides that, it's a great chance to be outdoors.
- Getting the team together. Everyone is a volunteer, lots of different people are involved – doctors, solicitors, nurses, surveyors, and more. Getting them all together to work together as a group has been great. People uncovered skills they never knew that they had – the GP found out he was an excellent bricklayer. People tried driving boats for the first time. Getting two locks working has been excellent.
- Seeing the extra two locks and two miles of canal opened as a result of our volunteering
- On Wednesday, when the restored locks were opened. We managed to raise the money in just three years.
- Working in Church Bridge. I will remember that for a really long time.

"It's been very interesting. Lots of new skills have been gained through working on the bridge, such as lime mortaring. It's nice to be making a difference"

Project volunteer

"We've learnt lots of new things and it's stood us in good stead for the locks restoration"

Project volunteer

"As a family we've got really interested in the history of the canal. We've got three generations here taking part"

Project volunteer

Volunteers were asked if they felt they had received adequate support, training, and equipment to effectively carry out their volunteering. The responses were very positive with 83%¹³ saying yes. One volunteer noted that the training had been more than adequate, and they had attended health and safety training which was very useful. Another stated that there had been a lot on, and it had been hard work, they got on with it and although it had been a bit fraught, they all got on well and Canal & River Trust had supported them well.

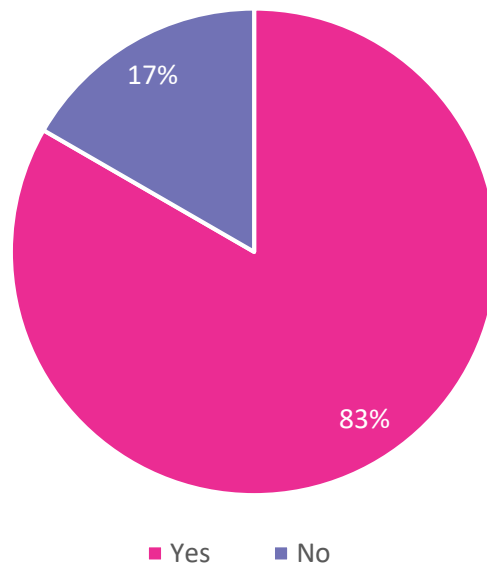


Figure 12: Pie chart demonstrating the percentage of interviewees who felt they had received adequate training, support and equipment

Jon Kenny, Community Archaeologist was mentioned by two volunteer interviewees, one saying he was very skilled especially with the children who attended, they felt they had picked up new things and absorbed things that had been going on. Another stated that he is very good at explaining to people what to do. Lizzie was also mentioned, with one interviewee stating that they were surprised when they received an email from her as she was so clear about what they needed to do to get involved in the archaeology and what they needed to bring with them. One interviewee said yes and no, they felt they did get support from Canal & River Trust, but that paperwork gets in the way, they felt it's not as easy as it used to be. One interviewee stated, "not all the time". They said there was a period where the Canal & River Trust weren't supportive of restoring the canal, they gave no further information other than this.

¹³ N:10



Figure 13: Friends of Pocklington Green Spaces and Pocklington Canal Amenity Society volunteers working together to improve the path at Melbourne Arm Moorings leading to the pond May 2018

92% of interviewed volunteers felt that they had discovered more about the canal, its heritage and the surrounding areas through volunteering with the project. One stated that when they first got a boat, they didn't know much about the canal at all, but they are much more knowledgeable now, the awareness of the canal has been spread to more people too.

Another interviewee stated that they knew it was here, but they had never been to see it before, and that lots of people live locally and the project had drawn attention to it. Most of the volunteers said they had learnt about the canal whether it be the history, how it works and or stories from the area.

One interviewee stated that they hadn't learnt a great deal because they live in Selby, they know a bit about the canal, but it's a bit off the beaten track from the general canal system.



Figure 14: Infographic demonstration that 92% of volunteers who were interviewed felt they had learnt more about Pocklington Canal, its heritage and the surrounding areas through volunteering with the project

4.4.4 Who has benefited from the project?

The project has engaged with over 3,600 participants, over 2,000 school children and trained 49 volunteers. The following types of groups of people benefited from the project:

- **Community groups** – who can act as gatekeepers to communities and who the project has help strengthen by providing them with volunteering skills, events and activities
- **Volunteers** - the training provided will enable volunteers to continue with the work after the project has come to an end and utilise their new skills on other volunteering projects
- **Schools** – 14 local schools were involved in the project allowing the participation of 2,426 school children. Educational information given to the school children regarding the canal's wildlife as well as safety measures needed around the water.
- **Non-governmental organisations, statutory bodies and peers**
- **Partner organisations and stakeholders**

When asked what the projects greatest success has been:

"Getting children who would never experience that kind of place to have access to go there"

Mary Hardgrave, Teacher at Howden Junior School

"Raising awareness of the dangers of being near water and helping the kids understand what they needed to do if they were in certain situations. Keeping kids safe is the greatest success."

Kyle Bennett, Teacher at Barmby Moor Primary

When asked what the projects greatest success has been:

"Getting people to come along to events and learning about the canal. The volunteer society is becoming better known, more people are involved and people are starting to talk about the canal becoming re-navigable back up to Canal Head"

Gordon Scaife, Town Clerk

4.4.5 The project's greatest legacies

The restoration work to the bridges for long term heritage preservation, the decay of the bricks of the built heritage means that they will last another 200 hundred years.



Partnerships have been formed, working together and sharing of knowledge has creating lasting working relationships



The SSSI works will mean the biodiversity of the canal will now be in better condition and will create an increase in habitats along the canal making it a better place for wildlife to thrive and for people to visit .



The restoration and dredging works have created a more inviting atmosphere with the hope of encouraging more people to visit and learn about the canal



The people engagement has been significant, making communities and visitors feel that the canal is important creating ownership for locals to look after the canal into the future



The School engagement will increase the knowledge of local children and change their perceptions of the canal



The interpretation on the canal has been very well received. This permanent addition will help visitors interact with the canal and the wildlife, as well as boost local business within the area



An active Social Media presence will continue on as the project specific Twitter account is shared between both the Trust and PCAS, which will allow it to remain active for future updates and community interactions



The table below has been completed by the project team and represent the main areas of the project, examples of the legacy that will be left and the sustainability of the legacy.

| Project Activity | Legacy examples |
|---|---|
| Improving built heritage – Church Bridge | <ul style="list-style-type: none"> As a direct result of the project, the historic bricks used in the construction of Church Bridge have been protected against future damage from ‘spalling’ (damage resulting from moisture being forced through the bricks) Of the 20 volunteers who worked on the Church Bridge project, 6 volunteers have continued to volunteer with the canal society on other similar project (5 were already PCAS volunteers, 1 volunteer has joined the PCAS working party because of Church Bridge). PCAS will continue to work on the canal, improving built heritage in line with the advice from the Trust’s Heritage Advisor as part of their ongoing restoration aspirations. |
| Improving built heritage – Swing Bridge No. 7 | <ul style="list-style-type: none"> Of the 10 volunteers who took part in the brickwork on Swing Bridge 7, 9 are members of PCAS who will continue to use lime mortar and handmade bricks on future restoration projects along the canal. The skills that they have developed and enhanced on the project will continue to be put into use on future canal enhancement projects. |
| Improving natural heritage – Tree works | <ul style="list-style-type: none"> The tree thinning has allowed light onto the canal within the Pocklington Canal SSSI. Combined with other habitat enhancement works, this has contributed directly to improving the condition of the SSSI, with Natural England anticipating that they will be able to increase the condition assessment score when the site is formally assessed in 2019/2020. |
| Improving natural heritage – Sites of Specific Scientific Interest (SSSI) improvements | <ul style="list-style-type: none"> The in-channel improvements (dredging and cutting) has recreated the lost open water habitats within the Pocklington Canal SSSI. Combined with other habitat enhancement works, this has contributed directly to improving the condition of the SSSI, with Natural England anticipating that they will be able to increase the condition assessment score when the site is formally assessed in 2019/2020. |

| | |
|--|--|
| | <ul style="list-style-type: none"> The project has trained 3 volunteers to crew the weed cutting boat, which means that they can undertake monthly weed cuts in line with Natural England consent. This will directly help maintain these habitats, thus ensuring the legacy of this element of the project. The project strengthened the relationship with the Yorkshire Invasive Species Forum (led by Yorkshire Wildlife Trust) and Canal & River Trust. Himalayan balsam bashes were carried out on the canal between the two organisations as part of the project, and will continue through the Trust's Ecologist and the Trust's Volunteering Team Leader (both permanent roles within the Trust). |
| Encouraging green tourism – New interpretation | <ul style="list-style-type: none"> The new interpretation scheme is a legacy of the project, and will stand in place along the canal for many years. The accompanying leaflet was designed to ensure that there was no content that would date it, so the stock of leaflets can be used for many years. The Welcome Sign at Canal Head is clearly visible from the A road (A1079) which makes the main visitor destination along the canal clearer to find for visitors. |
| Encouraging green tourism – social media | <ul style="list-style-type: none"> A new Twitter channel @PockCanal was created at the beginning of the project, and will continue to be managed in partnership between the Trust and PCAS to present a shared information feed about the canal. |
| Local community and education – School engagement | <ul style="list-style-type: none"> The Education ("Explorer") volunteers who were recruited because of the project will continue to volunteer with the Trust. They will be managed by the Trust's Skills & Learning Coordinator (a permanent role within the Trust) and will continue to run school sessions both onsite at Melbourne and in-schools in the surrounding area. The school mailings which were carried out through the project have helped raise awareness of the school offer on the Pocklington Canal. Pocklington Canal is featured as a school visit location on the Trust's Explorer website. The PCAS Working Party will continue to maintain the wildlife area – specifically the pathway to the pond dipping area and the pond dipping platform itself. |
| Local community and education – Events | <ul style="list-style-type: none"> The monthly guided walks will continue after the project ends, with the Walk Leader Volunteers managed by the Trust's Volunteering Team Leader. |

| | |
|---|---|
| | <ul style="list-style-type: none"> PCAS volunteers have undergone training through the project to lead bat walks and pond dipping, and PCAS will offer these events on the canal. They will use the natural history equipment bought through the project. |
| Local community and education – Volunteering | <ul style="list-style-type: none"> The PCAS Working Party existed before the project began, however this volunteering group have been upskilled through the project through training (brushcutter, weed boat crewing, lime mortaring) and through experience on Church Bridge and Swing Bridge 7. In addition, one volunteer who came to volunteer for the first time on Church Bridge has since joined the PCAS Working Party. The general media coverage and word of mouth around Pocklington Canal during the project period has seen the numbers of PCAS Working Party volunteers grow (anecdotally from around 6 people per session to around 10 per session). As described above, the new volunteers recruited through the project (Explorer Volunteers and Walk Leader Volunteers) will continue to be managed by the Trust going forward. |

KEY FIGURES

Pocklington Canal, A Gem in the Landscape

IMPROVING BUILT HERITAGE

100%

Of works to Church Bridge and Swing Bridge no. 7 carried out



24

Volunteers in total working on both bridges

IMPROVING NATURAL HERITAGE

3

Upskilled volunteers continuing the weed cutting monthly maintenance



100%

Of dredging works completed

GREEN TOURISM

314

Walks and talks held, breaking the original target of 300



714

714 information and update tweets given to the public via social media

COMMUNITY AND EDUCATION

56

People participated in community archaeology, breaking the original target of 30



14

Total number of individual school engaged



5. Challenges and lessons learnt

5.1 What the project team learned and how they overcame challenges

There were many lessons learned during the course of the project, for example Church Bridge taught the team all of the technical issues surrounding working on a listed structure including the importance of having the correct tools; a good generator was needed on site due to the lack of running water. That natural elements were likely to have an impact on the project which the team had no control over. Weather influenced time schedules when working outside as poor weather/flooding initially delayed the installation of the interpretation. Lessons were also learnt regarding access and ownership rights complications with Swing bridge no. 7 and how these can significantly delay works. Overall reflections from the works resulted in Canal & River Trust wondering whether it would have been better to spread the works out over the course of the project rather than having them all front-ended.

The team have also learned how small practical conservation works can make a big difference to wildlife, especially with the anticipation of Natural England who will be able to consider the site in a recovering condition during the next formal assessment/monitoring in 2019/20.



Poor weather/flooding delayed the interpretation installation



Access complications delayed works on Swing Bridge No.7



Spreading the works out over the course of the project rather than having them all front-ended

Figure 15: Graphic outlining challenges encountered throughout the project

The project also had some challenges along the way, these were managed and overcome. The challenges raised in the final interview stage by the project team were:

| The challenges | How was this overcome? |
|--|--|
| The canal is very rural, this contributed to the challenge of connecting with some of the urban centres locally | Volunteers and project staff used a range of social media to promote events and advertise volunteer recruitment information. This resulted in the project smashing their target numbers for event and activity participation and volunteer numbers. |
| Canal & River Trust had to find the balance between wanting to engage more and a wider range of people in the heritage of the canal, with some local residents preferring the area to be quiet | Constant information on the amazing wildlife and conservation work was promoted throughout the project to ensure the villagers understood the importance of the works and the benefit to the heritage and habitats this could bring. Local business were included in the interpretation to help boost the local economy and local media attention was used to promote the awards won making the area a better place to live. |
| To work within the financial constraints/budget of the project was quite rigorous | The project did exceptionally well despite delays to the no 7 swing bridge, constant monitoring and spend control made sure they achieved everything they set out to do within the timeframe and under budget. |
| Raising awareness of the project aims to ensure there were enough volunteers to help with the work | The project did well with their recruitment campaigns on social media and word of mouth. The fantastic training and skilled offered to volunteers meant the project achieved 88% over their volunteer target number. |
| Issues with access and land ownership with no.7 swing bridge which delayed completion of the work | The access and ownership projects were unexpected delays that the project team encountered. Their persistence and dedication to getting the works finished in time has been great. The works have now come to an end and were completed before the project finished. |
| Advertisement of smaller summer sessions, some of these were not well attended | Despite efforts to always advertise events, some were not well attended. Many factors could have contributed to this, such as families being away during school summer holidays. The project team continued to engage with the public and share details of upcoming events. The Project officer also listened to feedback and offered other events people wanted such as a Brownie and Guide pond dipping evening and a bat walk for Beavers and Cubs. These were additional to the activity plan. |
| Getting everyone involved to agree the same set of objectives and to be realistic in the expectations of what could be achieved on the project | Continuous communications throughout the project helped overcome this. The team engaged with meetings and reflective practice always remembering their project themes and what they set out to achieve in the NLHF |

application. Come the end of the project it has achieved all it set out to do.

The Canal & River Trust went through several changes in development since 2012, including the region changes, and branding. This has caused some disruption to the project, the brand refresh was more of a challenge as it affected the interpretation, PPE and more

The project team had to hit this head on and roll with the changes. Being flexible and keeping on top of internal communications regarding changes were key. The project managed to incorporate the new branding onto the interpretation.



Heritage
Insider

Analysis and report

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