



Worcester - Birmingham & Droitwich
Canals Society



Canal &
River Trust

Next generation waterway support – where will it come from?

The voluntary sector is currently giving much thought to how it needs to adapt to the ‘ageing’ society, whilst at the same time engaging younger audiences. The ways in which people use their leisure time in the future, gift their time to charities and connect to their communities will change.

Is the waterway sector ready and equipped to respond to society and continue to attract members, volunteers and supporters?

- Our ageing society is likely to have a profound effect on UK charities.
- As the ‘baby boomer’ generation retire in greater numbers, a generation that has different expectations for their leisure time, the tension between maintaining an attractive offer for existing supporters and growing the involvement of younger people may become stronger.
- In addition, many waterway societies have aspirations to engage those between 16 -24 years, is it feasible to reach and engage people of all ages with just one ‘offer’?
- Are waterway societies/groups ready and equipped to attract a new generation of supporter which is more confident and tech-savvy than ever before?

The Worcester - Birmingham & Droitwich Canals Society and the Canal & River Trust are working in partnership to host an innovative networking event, hosting interesting speakers and encouraging spirited debate to explore how continued membership/supporter growth can be maintained for waterway societies and clubs.

Speaker topics will include;

- How the demographics of society are changing and how this may impact on membership, support and volunteering resource available in the waterway sector.
- Hearing from those societies who are making great progress in growing their membership - how are they doing it?
- Hearing from similar organisations outside the waterway world who attracting new members and different audiences.

- Hearing more about social media and marketing tools that we might use to appeal to different and new audiences.

Who might find this networking/learning event useful?

- Anyone interested in reaching new audiences and growing a waterway society's membership.
- Anyone hoping to ensure membership of their society is attractive to the oldest supporter through to the younger generations.
- Local Canal Societies, Canal Trusts, Boat Clubs, waterway representative bodies – anyone who is keen to ensure sustained membership growth of their organisation and long term support of the waterways.

The event is intended to be an informal learning opportunity for all and hopes to provide inspiration, ideas and prompts for innovation.

Date: Saturday 21st March

Venue: The Bond Conference Venue, 180 – 182 Fazeley Street, Birmingham B5 5SE

Time: 10.30am – 3.30pm

To book a place at this free event please email
Sarina.Young@canalrivertrust.org.uk or telephone 01636 675740.

Limited places are available for this event so early booking is recommended.