NOTES - NORTH WALES & BORDERS PARTNERSHIP MEETING

Date: 22nd May 2014  
Venue: Northwich  

Attendees: Jim Forrester, Ian Easby, Steve Stamp, Jane Staley, Alan Platt, Gillian Edwards, Belinda Davenport.

Other Attendees: Julie Sharman, Helen Hall, Katie Jackson, Ed Moss, Andrew Stumpf, Nicky Lister, Lesley Beard.

Apologies: Bill Furniss, Helen Paterson, Steve Bicknall, Chris Koral.

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<th>Action</th>
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| **1.** Notes of previous meeting/matters arising (Jim Forrester)  
These were agreed.  
- Marketing  
  - Ian Easby to set up a sub-group with Nicky Lister, Gillian Edwards & Belinda Davenport to discuss marketing strategy.  
- Northwich Town Council – Ian Easby to arrange a meeting with David Roberts, Jim Forrester & Jane Staley to discuss town plan.  
- Environment Agency – proposal of Weaver Navigation being used as part of flood alleviation. No definite proposals have been put forward to date.  
  - Ian Easby to set up a task group with Chris Koral & Nicola Lewis-Smith to discuss development of Weaver Navigation.  
- Strategic Waterway Plan – this is now close to its last iteration. Awaiting final action plan.  
- ‘Our Vision & Values’ video - Julie Sharman confirmed that this video can be shown to external groups. Julie to send ‘You Tube’ link to Lesley.  
- C&RT promotional video watched by everyone. It was suggested that it may be beneficial for this to be shown in local cinemas & also that a briefing sheet would be useful to go with the video. Julie Sharman to look into this.  
- Website page - any members who have not yet done so, please send a photo of yourselves to Lesley and write a couple of sentences on why you are interested in being part of Partnership.  
- Annual Partnership Meeting.  
  - It was agreed that because of clashes with Trustee meetings, the date will be changed to **2nd October from 3pm to 5pm** (Chester venue to be confirmed – suggestions include Chester Zoo & West Cheshire College). Jim & Ian to discuss venue.  
- A field trip is to be considered for the July meeting in the afternoon. One suggestion was to meet Shrewsbury & Newport Canal Trust (Bernie Jones) to discuss restoration. Lesley to email members to find out how many will be able to attend field trip (am) & meeting (pm at/near Norbury office). |

| JS  
| JS  
| All |

| **2.** Declarations of Interest (All)  
None |
3. **Marketing & Promotions (Nicky Lister & Helen Hall)**  
2013 Campaign Review presentation by Nicky Lister.

**Strategic priority** - inspiring more people to enjoy canals & rivers & support our work.

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<tr>
<th>Campaign</th>
<th>Target Audience</th>
<th>Budget</th>
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<tbody>
<tr>
<td>Love Your Canals</td>
<td>Potential supporters: ABC1, 45+, interested in walking, cycling, nature, outdoors, charity supporters, live near canal.</td>
<td>£250,000</td>
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<tr>
<td>Hidden Gems</td>
<td>Future generations: Families with children aged 5-11 years.</td>
<td>£57,000</td>
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<tr>
<td>Map guides</td>
<td>Local leisure: Locals and visitors - activity seekers.</td>
<td>£8,250</td>
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- **Love Your Canals** – focused on a two phase programme, comprising of two door drops (May & July) distributed to targeted postcodes (500,000 households) which matched our donor profile. The door drop contained three calls to action:
  - For people to visit their local waterway.
  - To encourage people to enter an online photo competition (2,700 entered)
  - To encourage people to sign up for our monthly electronic direct mail (>1000 have signed up).

- **Hidden Gems** – included online ‘Places to Visit’ app (13,000 app downloads & 180,000 screen views), regional & national press coverage (combined readership of 1.25 million), Facebook advertising (a reach of 1.4 million), Trip Advisor listings.
  - We worked with each waterway to find our best 100 sites (based on what is there now).
  - Researched facility and general information and drew up maps.
  - Checked and re-checked information with local teams and volunteers.
  - Worked with external specialists to put into family friendly formats.

- **Regional map guides** - following an approach from an external company and in light of limited regional marketing material. A pilot was undertaken to produce advertising-paid-for guides to promote the West Midlands and South East canals and rivers.
  - The advertising paid for the design & production of 5000 copies of each guide, a further 25000 copies of each were purchased from the central marketing budget.
  - A specialist company was paid to distribute the guides to Tourist Information Centres, motorways services, supermarkets, accommodation businesses, shopping centres, train stations etc.
  - A small quantity was kept by each waterway for use in Welcome Stations, waterway offices and at events.
  - Reach of **60,000**.
  - The benefits of regional guides were discussed during the meeting & it was understood that they are not aimed at boaters & are not a guide to the canals. Edd Moss advised that regional maps are in demand (e.g. at Welcome Centres).
  - It was agreed that North Wales & Borders will proceed with ordering regional guides but with design style including matt finish to fit with C&RT print material.

- **2014**
  - More Hidden Gems destination sheets being produced. These include Hurleston, Chirk & Llanymynych.
Fundraising proposition – stories about real people to be put through doors by Royal mail.

- Nicky to email link to presentation to Lesley.

Media Monitor report from Helen Hall:
- Total episodes of media coverage: 360 (265 March)
- Tone of coverage: 81.6% of episodes were positive (78% March). 9.2% negative (4.4% March). 9.2% neutral (17.6% March)
- Media score: 816 (502.5 March)
- Source: 66.1% (52.4% March) of coverage was the result of proactive work from the Trust
- Reach: 30.2% of coverage appeared in national and regional media (18.5% March), the remainder in local and consumer titles.
- Postles Bridge – article on Ken Skates AM website can be viewed here.
- Montgomery towpath improvements – Helen Hall working with Nicola Lewis –Smith.
- Sutton Weaver swing bridge – the majority has been painted – some media coverage.

4. Corporate Volunteering (presentation by Edd Moss)

- Corporate Social Responsibility (CSR)
  - This is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.
  - CSR is about capacity building for sustainable livelihoods. It respects cultural differences and finds the business opportunities in building the skills of employees and the community.
  - Recognised added value to the employer.
    - Morale building.
    - Team building.
    - Company recognition.
    - Employees’ recognition of the employer’s efforts in the community.
    - Employee engagement.
    - Training tool.
    - A tangible way to support charity without raising money.
    - Different external experiences.
    - Personal development.
    - Health/well-being.
    - Sense of pride in working for the company.
    - It provides a very real connection and sense of purpose within the communities that we work in.
    - Builds goodwill, appreciation of the employer.

- Donations from employers - £65,500.

- Adoptions
  - Some partnerships have set up small task groups (e.g. North West is looking @ Pennine area).
  - Julie Sharman to ask Brian MacAulay (economist) for a list of organisations around Chester & Ellesmere Port.
  - ‘Connecting Communities’ & ‘Get Your Business Involved’ brochures were issued at meeting.

5. Canal & River Explorers (Katie Jackson)

Targets 2013/14
### Target Outputs

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<th>2013/14 - Target</th>
<th>2013/14 - Actual</th>
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<tbody>
<tr>
<td>Number of active education volunteers</td>
<td>150</td>
<td>148</td>
</tr>
<tr>
<td>Number of children involved in sessions</td>
<td>20,000</td>
<td>27,441</td>
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<tr>
<td>Number of volunteer days</td>
<td>1,000</td>
<td>1,112</td>
</tr>
<tr>
<td>Value of volunteer time (＠ £150 per day)</td>
<td>£150,000</td>
<td>£166,800</td>
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<tr>
<td>Teachers and groups leaders who would recommend CRE to colleagues.</td>
<td>85%</td>
<td>97%</td>
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Our plans for 2014/15 include:
- Recruiting a total of 175 education volunteers so we can offer visits in more places.
- Increasing the numbers of children visiting our museums and attractions.
- Fundraising for an education co-ordinator for Wales.
- Developing new family learning activities – look out for these soon!
- Reviewing and improving our water safety resources to ensure all children have the opportunity to Stay SAFE – we will be talking to you about this later in the year.
- Delivering the second year of our schools marketing campaign.

6. **Operational Update (Ian Easby)**

   - **Health & Safety**
     - Safety performance continues to be maintained at a good level with over 1000 days without a Riddor/lost time incident.
     - Vehicle trackers – continues to be a marginal improvement on our speed related performance.
   - **Financial performance**
     - Year to date in line with budget:
       - Maintenance & minor works.
       - Vegetation & waste management.
       - Inspections.
     - Year to date not in line with budget:
       - Mechanical & Electrical - problems @ Wrenbury Lift Bridge, lock structures on Weaver Navigation & Anderton Boat Lift.
       - Rapid Response – time recovery to reactive works at locks, trees, flood running and embankments.
   - **Volunteering**

![13/14 Vol days vs Target and 12/13 actual](chart)

During 13/14 we achieved 60% of target volunteer days. This is a significant shortfall and requires some analysis to understand which we’re looking into the detail. We are aware of some potential contributing factors that may have
resulted in the initial target being set too high, these include:

- Structural changes to the organisation removing museums and attractions hours from NW&B.
- Delivery of projects alongside Prison/Probation services is no longer counted as volunteer hours.
- Data lost or data uncertainty as a result of changes to the methods of recording with the introduction of ThankQ.

- **Recruitment and Training**
  - A lot of training has taken place so far in April to add 30% to the number of Volunteer Lock Keepers (VLKs) and also new lead volunteers.
  - So far 10 new VLKs have been inducted and are now buddying up with current VLK’s to gain some experience before assessment late early June.
  - Lead volunteer training took place in April for 9 people from a mixture of groups including our own direct volunteering, IWA, Small Tasks Team, and some adoption groups to support activity.

- **Risk Management**
  - Culverts – full survey of culvert locations on the Shropshire Union canal has been completed to determine the extent of any wrongly placed or missing assets. The waterway is now reviewing these and assigning programme dates and resources to get the identified actions completed.
  - Craneage points – a crane lift was recently cancelled due to the inability to provide the lift planner with safe ground bearing pressures. A full list of sites used throughout the region has been compiled and prioritised for site investigation works to determine this information. These sites are now being subject to an historical use evaluation before cost estimates are obtained for SI.
  - Accommodation Bridges – a full list of bridge assessments has been completed for the waterway where it was felt these were being overloaded. Each of these bridges has been visited and users contacted to find out the type & weight of equipment using the assets. The next stage will be to contact all users with details of the assessment results for their relevant structure.

- **Reactive Works**
  - High priority notifications – 90% of those submitted are completed.
  - In addition our M&E team have completed another 39 reactive repairs including works to Anderton Boat Lift, workboats, moving bridges and locks.
  - This year as part of our drive to further improve our delivery of high priority notifications we have produced annotated photographs of works to listed structures. These will assist our Heritage Advisor to firstly decide whether any consents are required and secondly for any discussions she may need with the local Conservation Officers.

- **Annualised Hours** - listed below are some of the highlights and issues from the first year of annualised hours working:
  - Huge reductions in overtime payments for weekend water control duties
  - All weekend lock cover for the Weaver Navigation was completed without a single overtime payment being made during the year.
  - Out of the 8 distinct functional teams we have in NW&B all but 2 improved their productivity rate when compared to pre annualised hours working.

7. **Property Development Update (Ian Easby) – report from Mike Coates**

- Penarth Weir & fish pass on R. Severn above Montgomery canal - proposed hydropower scheme.
  - Ian to email feedback to partners following a meeting on site and once response from Heritage Advisory Group is received.
8. **Enterprise Update (Ian Easby)**
   - Canal towpath enhancements - £215,000 has been secured from Welsh Government via Powys County Council to undertake further towpath enhancements along the Montgomery Canal.
   - Hedge to Tow – this project has been developed to re-invigorate the canal-side hedgerows to provide better shelter & food for many species including farmland birds such as blackbirds, thrushes & tree sparrows.
   - Ellesmere Forge – the project to relight the forge has been commended in the ‘Waterways Alive’ (internal) in May. We are working with colleagues to progress the next steps for the Ellesmere Yard & will be undertaking further consultation during the summer.
   - Artists in Residence – the Trust has teamed up with the Arts Council of Wales to create six artists’ residencies across waterways in Wales over the next three years, including the Llangollen & Montgomery Canals.

9. **Reports from Members (All)**
   - There were no reports.

10. **All Wales Partnership**
    - Montgomery triathlon on 10th May.
      - Fastest time took less than 5 hours.
      - Youngest participant was 2 years old.
      - 50 volunteers involved.
    - New Chief Executive of CADW is Kate Clark.
    - Devolution model in Wales may change & become like the Scottish model. This may impact on our negotiations with Defra.
    - Tackling poverty through culture.
      - Baroness Kay Andrews OBE has produced a report on Culture & Poverty. This can be viewed [here](#). All to send any comments regarding the report to Andrew Stumpf.
    - Request from Welsh Government for help with flood and storm damage.
    - Public Affairs Officer for Wales – Laura Lewis has been appointed.
    - Royal Welsh Show (21 – 24 July) – events may focus around corporate volunteering, heritage & the Mon & Brec Canalathon (multi users). Andrew Stumpf to send Edd Moss a draft brief.
    - Next Cross Parties Waterway Group meeting is on 11th June.

11. **AOB**
    - 10 year strategy – Ian Easby to check if this can be circulated beyond partnership committee.
    - Steve Stamp is unable to attend the next meeting.
    - Lesley Beard to email members to ascertain numbers attending the field trip & meeting in July.
    - Alan Platt provided a report relating to issues on the Montgomery Canal. Ian Easby to look into issues raised.
    - Ian Easby to produce an analysis of spend on the Montgomery Canal and email to Jim Forrester.
    - Position of NW&B Partnership Chair will be advertised in July with successful candidate taking up role in October 2014 for a 3 year term.
    - Date of next meeting (including field trip around Norbury area )
      - Thursday, 17th July, venue TBC.