

Waterways for People

physical health & well-being
 access to open space happiness
 youth engagement tackling deprivation
 ageing population recreational use blue gyms
 community pay back healthy routes
 education local amenity living afloat
 social inclusion anti-social behaviour
 volunteering sport

Waterways for Places

green infrastructure
 quality of place wildlife corridor
 tranquility renewable energy source
 land drainage heritage touring safe havens
 public realm water supply & transfer perception
 local & regional identity mitigating flood risk
 image & branding natural health service
 ecology & biodiversity world class places
 vandalism & gaffiti civic pride
 urban cooling

Waterways for Prosperity

visitor economy
 marine industry tourism industry
 leisure boating business located adjacent
 green economy heating & cooling buildings
 digital britain waterbourne freight destinations
 inbound & domestic visitors sustainable transport
 waterways dependent manufacturing businesses
 waterways dependent service based businesses
 telecommunications hydro power schemes
 welfare to work focus for regeneration
 setting for development SME's
 training & skills