

WEST MIDLANDS WATERWAY PARTNERSHIP Developing the Three Year Action Plan

Three Year Action Plan – *Waterways for People*

Strategic Priority No	Strategic Priority	Key Initiative / Project	Delivery Mechanism(s) - Key Partners & Funding	Delivery Lead	Waterway Partnership Role	Potential Partners	Crossing Cutting Potential	Delivery Timescale	Project Status
1	Building and broadening community engagement and ownership and instilling community pride	<ul style="list-style-type: none"> Rollout a Parish Council Roadshow by Waterway Partnership members (waterway wide initiative) - Programme of engagement with Riparian Parish Councils and County Parish Forums to promote the use and value of canals to local communities, their health and wellbeing and their local economies. Where Riparian Parish Councils intend to undertake neighbourhood planning which will enable them to access future neighbourhood funds and where Parish Councils will be involved in priority setting of net Community Infrastructure Levy (CIL) monies to be spent on local infrastructure, the Planning Team will undertake the necessary follow up by engaging in the neighbourhood plan and "Place Plans" preparation process. 	Ambassador / Engagement	WP supported by Planning Team	Lead	Parish Councils Local Authorities Community Groups		Short Term	Project Commenced On-going
		<ul style="list-style-type: none"> Volunteer Co-ordinator to establish two new community based volunteer groups per annum e.g. Tipton Task Force 	Volunteering	WU & Volunteering Team	Monitoring	Parish Councils Local Authority Neighbourhood Partnerships or Groups		Short Term	Project Commenced On-going
		<ul style="list-style-type: none"> Volunteer Co-ordinator to accessing existing networks and volunteers to work on canals by linking with existing partner organisations where they already have an established volunteer base but do not currently carry out volunteering activity on canals and by developing propositions with them e.g. heritage and environment based activity, etc 	Volunteering	WU & Volunteering, Heritage & Environment Teams	Advisory & Monitoring	Community Service Volunteers, BTCV, Existing Friends of Groups, Scouts and Guides, Army Cadets		Short Term	Project Commenced On-going
		<ul style="list-style-type: none"> Increase number of Community Payback days spent on the canals – Enterprise Team with the Waterway Unit to promote the use of canals by Probation Trusts and private sector delivery partners to deliver required outputs and to prepare and submit bids as part of bidding process in December 2013 	Community Payback	Enterprise & WU	Monitoring	Current Probation Services and potential Private Sector Suppliers		Short Term	Project Commenced On-going
		<ul style="list-style-type: none"> Programme of engagement with Religious and Faith Leaders by Waterway Partnership members to gain a better understanding of different communities needs and explore role the canals do and potentially can play in their lives so that initiatives can be designed and tailored to meet specific community needs 	Ambassador / Engagement	WP supported by Enterprise & WU	Lead	Christian Boaters Group, Community Groups, Local Authority Neighbourhood Partnerships		Medium Term	Under Development
2	Changing perceptions of people living and working in the West Midlands to attract more local people to use, enjoy and value their canals	<ul style="list-style-type: none"> Planned programme of positive articles in local newspapers and other forms of regional/sub-regional/local media 	Communications	Communications Team & WU	Ambassador	BBC, ITV, Regional Radio, Newspapers, Social Media		Short Term	Project Commenced On-going
		<ul style="list-style-type: none"> Engagement with at least five corporates and strategic companies based in the West Midlands per annum (Waterway wide initiative) to explore opportunities for sponsorship, adoption, promotion, volunteering and active 	Ambassador / Engagement	WP & Fundraising Team	Lead	Local Chambers of Commerce, Local Business Forums,		Medium Term	Under Development

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		participation in canalside boundary improvement campaign (where appropriate) – building upon the work undertaken to date by the Black Country Local Enterprise Partnership (LEP)				Business Improvement Districts, Institution of Directors, LEPS within West Midlands			
		<ul style="list-style-type: none"> • Support Dudley Canal Trust with their learning hub project to explore opportunities for promoting the canals of the West Midlands to local and national visitors; to educate people on the heritage and history of our canals 	Ambassador / Engagement	Dudley Canal Trust	Advisory	DCT, Dudley Council, Dudley College, HLF, ERDF		Medium Term	Under Development
3	Encouraging positive and responsible behaviour towards the waterways and their environs within the West Midlands	<ul style="list-style-type: none"> • Waterside Care – Continue to support the joint initiative to encourage local communities to improve and maintain their local water course, be that stream, river or canal, in a sustainable way 	Volunteering	Enterprise, Environment teams, WU	Monitoring, Ambassador	Severn Trent, Environment Agency, Keep Britain Tidy, Local Businesses, Community Groups, Schools		Short Term	Project Commenced
		<ul style="list-style-type: none"> • Share the Space Drop Your Pace Campaign – Raising awareness and encourage towpath users to be considerate towards each other, particularly across differing user group sectors 	Engagement / Education	Enterprise and WU	Monitoring, Ambassador	Sustrans, Cycle Touring Club, Local Authorities, Campaign Groups		Medium Term	Under development
		<ul style="list-style-type: none"> • Responsible Use of Canals Campaign – Aiming to reduce littering, anti-social behaviour, and dog fouling so that resource can be spent on improving the canals in the West Midlands 	Engagement / Education	Enterprise, Environment teams and WU	Monitoring, Ambassador	Local Authorities, Keep Britain Tidy, Local Community Groups, Neighbouring Business		Medium Term	Under development
		<ul style="list-style-type: none"> • Corporate Social Responsibility – getting local business to be respectful of their adjoining canal and promote respectful use of that environment. This can be achieved through sponsorship, adoption, direct action on their doorstep/canal frontage, or wider afield. 	Engagement / Education / Volunteering	Enterprise, Environment teams and WU	Monitoring, Ambassador	Local Businesses, Keep Britain Tidy, Local Authorities, Environment Agency, Local Community Groups, West Midlands Police, Chambers of Commerce, Institute of Directors		Medium Term	Under development
4	Attracting people from all age groups, abilities, different socio-economic and ethnic backgrounds living and working within the West Midlands to use, enjoy and value their canals	<ul style="list-style-type: none"> • Heartlands Rings Phase 2 – learning from what we've achieved in the first phase of the project and apply to other areas and specific communities. 	Engagement / External Funding	WP supported by Enterprise	Lead	Lottery Fund, Local Authorities, Local Neighbourhood Partnerships, specific Community Groups, Faith Groups		Medium Term	Under Development
		<ul style="list-style-type: none"> • Projects to improve and promote safe access for disabled visitors – improving the access in key locations around the waterway to promote access for all 	Engagement / External Funding	Enterprise	Advisory / Monitoring	Lottery Fund, Centro, DfT, Disability Groups, Local Authorities, Local Neighbourhood Partnerships, specific Community		Medium Term	Under Development

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						Groups, Faith Groups			
		<ul style="list-style-type: none"> Local information – providing localised literature and information to encourage visits by people from across the waterway. This can include the “It’s All Free” campaign linked to the mobile app and Hidden Gems Leaflets, plus local canoe guides and healthy walks 	Strategy / Engagement	Enterprise, Comms Team and Waterway	Advisory / Monitoring	Local Authorities, Local Tourism Centres, Visit England, Local Businesses, Tourism Attractions, Historical Societies		Medium Term	Under Development
5	Engaging with children and young people living within the West Midlands and encouraging them to use the canals so that they become “future supporters” of the canals	<ul style="list-style-type: none"> Canal & River Trust Explorers – Working with central education team, via the Explorers project, to engage with primary school children to promote a positive learning experience of canals. Focusing on adjoining primary schools 	Learning / Engagement	Central Education Team and WP	Ambassadors & Monitoring	Local Education Authorities, School Governors, Wildside Centre, Adjoining Schools		Medium Term	Under Development
		<ul style="list-style-type: none"> Work with Further Education Establishments to develop volunteering opportunity / work experience proposition 	Volunteering	WU	Ambassador & Monitoring	Further Education Colleges, Universities, Community Service Volunteers		Short Term	Project Commenced On-going
		<ul style="list-style-type: none"> “Paddle to the Heart” initiative with Canoe England – axial canoe routes into City of Birmingham aimed at encourage new canoe users from across the waterway to Birmingham. Develop canoe trails across the West Midlands. <i>Opportunity to help support the business case for the creation of a new Water Sports Centre of Excellence at the Edgbaston Reservoir (potentially Reservoir House) adjacent to Icknield Port Loop, working with Birmingham City Council and Sport England</i> 	Learning / External Funding / Partnership Working	WP, WU & Enterprise (& Property)	Lead	Canoe England, Birmingham City Council, Sport England, Birmingham Health Commissioning Board, Local Canoe Clubs		Short Term	Project Commenced On-going
		<ul style="list-style-type: none"> Produce and implement Local Stakeholder Engagement Strategy (including stakeholder mapping) & Local Community Engagement Strategy (waterway wide initiatives) 	Strategy / Engagement	WP	Lead	Black Country Consortium, Local Authorities, MP’s, Local Neighbourhood Groups, Chambers of Commerce, Community Groups		Short Term	Under Development
		<ul style="list-style-type: none"> Future Welfare to Work Programmes – Look for opportunities to engage and/or employ young people using Government led opportunities as they arise building on the success of the Future Jobs Fund 	Training / External Funding	WU & Enterprise	Monitoring	Central Government, Training Organisations, Job Centre, Local Authorities, Local Businesses, Specialist Providers		Medium Term	Under Development
		<ul style="list-style-type: none"> Expanding the Joint Initiative with the Army Cadets across the waterway – Using the successful model established with the Stourport Army Cadets to promote the mutual benefits to other units and regional divisions. 	Engagement / Volunteering	WU	Monitoring	Uniformed Groups		Medium Term	On-going

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6	Encouraging and supporting adult and children to participate in sport, formal and informal recreation and learning activities on, and by, the canals and Edgbaston Reservoir	<ul style="list-style-type: none"> • Supporting the Hubs Project - Working with project partners to encourage participation in and expand the Activity Hubs Project activities on and around the waterways of Birmingham. Look for opportunities in the long term to expand the project across the region 	Engagement / External Funding / Ambassador	Hubs Steering Group	Ambassador and Monitoring	Birmingham City Council, Sport England, Health Commissioning Board, Sport Governing Bodies, Canoe England, British Cycling, British Rowing, Local Sports Clubs, Bear Creek Canoe Centre		Short Term	Project Commenced On-going
		<ul style="list-style-type: none"> • Promoting Informal Recreation and Activities on the Canal - Promotion of the canals in the West Midlands as an alternative location for water based sports and activities for example Brownhills Canoe & Outdoor Centre, Wildside Activity Centre, Ackers, Stourbridge Canoe Club, Gailey Reservoir 	Engagement / Ambassador	Partnership, Boating Trade Team, WU	Lead and monitoring / Ambassador	Local Authorities, Sport England, Health Commissioning Board, Sport Governing Bodies, Canoe England, British Rowing, Local Sports Clubs, Local Canoe and Sailing Clubs		Medium Term	On-going
		<ul style="list-style-type: none"> • Youth Angling Strategy – Engaging with angling clubs to promote responsible angling on canals amongst the young, with potential for organised coaching sessions 	Engagement / Education / Ambassador	National Angling Team, WU	Monitoring / Ambassador	Environment Agency, Get Hooked on Angling, National and Local Angling Groups		Medium Term	Under Development
		<ul style="list-style-type: none"> • Environmental Education Programme – Educating primary school children about the natural environment 	Engagement / Education	Environment Team, WU, Waterway Explorers Team	Monitoring / Ambassador	Local Primary Schools, Sea Life Centre, Wildlife Trusts, Wildside Activity Centre, Centre of the Earth, Ackers Centre		Medium Term	On-going
8	Promoting and utilising canals and reservoirs as part of the “natural health service”, particularly in helping to tackle health inequalities in deprived communities within the West Midlands	<ul style="list-style-type: none"> • Engagement with four new Health & Well Being Boards¹ (which go live in April 2013) and local health forums in the West Midlands to: <ul style="list-style-type: none"> ○ gain understanding of the emerging strategic needs; ○ influence Health & Well Being Strategies – to promote canals as part of the natural health service; and ○ establish CRT as a delivery partner in implementing preventive health measures to tackle inactive adult and children participation in sport and promote mental health and well-being 	Policy (Planning) / External Funding	WP supported by Planning & Enterprise Teams	Lead & Ambassador	Health & Well Being Boards, Local Authorities, Local GP's, Health Charities, Sport Governing Bodies, Local Health Establishments		Medium Term	Project Commenced On-going
		<ul style="list-style-type: none"> • Promote the development of physical activity referral 	Ambassador /	WP supported	Ambassador	Health & Well		Medium Term	Under Development

¹ The Health and Social Care Act 2012 establishes health and wellbeing boards as a forum where key leaders from the health and care system work together to improve the health and wellbeing of their local population and reduce health inequalities. Health and wellbeing board members will collaborate to understand their local community's needs, agree priorities and encourage commissioners to work in a more joined-up way. Health and wellbeing boards will be made up of clinical commissioning groups (CCGs), local authorities, patient representatives, public health, and children's and adult social care leaders in each local authority area to shape local health and care services, decide how they will be commissioned and support joined-up working across health and care services. The health and wellbeing boards combined with their Joint Strategic Needs Assessments (JSNAs) and Joint Health and Wellbeing Strategies (JHWSs), which will set out the local needs and agree priorities to underpin local commissioning plans.

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		<p>schemes with GP surgeries. British Trust for Conservation Volunteers Green Gym and a physical activity referral scheme, including independent and guided walks along canals have been successfully operating in Sandwell MBC area</p>	Engagement / External Funding	by Enterprise Team		Being Boards, Local Authorities, Local GP's, Health Charities, Sport Governing Bodies, Local Health Establishments, BTCV, Walking for Health Groups, Ramblers Association, Local Access Forums			
		<ul style="list-style-type: none"> Promote canals as part of the natural health service within four statutory development plans 	Planning	Planning Team	Monitoring	Health & Well Being Boards, Local Authorities, Local GP's, Health Charities, Sport Governing Bodies, Local Health Establishments, BTCV, Walking for Health Groups, Ramblers Association, Local Access Forums, Breeze Rides		Medium Term	Under Development
		<ul style="list-style-type: none"> Work with Walsall MBC Neighbourhood Teams and hire boat companies as a pilot to develop the concept of water based rest bits for primary carers 	Engagement	WU & Boating Trade	Monitoring	Walsall Health & Well Being Boards, Walsall MBC, Local GP's, Health Charities, Sport Governing Bodies, Local Health Establishments, BTCV, Walking for Health Groups, Ramblers Association, Local Hire Boat Operators, Walsall Local Access Forums		Medium Term	Under Development
11	Growing and widening the volunteering base to reach communities that currently do not connect, engage, value or use our canals and help build transferrable skills of local people	<ul style="list-style-type: none"> Friends of Canal Groups Pilot – Working with Birmingham City Council to investigate the opportunities to expand Birmingham's existing network of "friends of Open Spaces" groups into Friends of Canals Groups 	Engagement / Volunteering	Partnership, WU	Lead	Birmingham City Council, Friends of Open spaces Groups		Medium Term	Project Commenced On-going
		<ul style="list-style-type: none"> Sustaining the Heartlands Groups – with the Heartlands Project currently being wound up we need to establish a way to sustain the current momentum and engagement with the existing groups and communities 	Engagement / Volunteering	Enterprise, WU, Environment	Monitoring	Birmingham's Enterprising Communities Team, Local Schools, Faith Groups, The Ackers Trust, Local		Short Term	Under Development

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						Businesses, Community Groups, Educational Establishments, Universities			
12	Creating new opportunities to live afloat on the network of canals in the West Midlands	<ul style="list-style-type: none"> Identification and possible creation of new residential mooring sites across the West Midlands – The canal network in the West has the potential to create numerous opportunities for creative uses of redundant waterspace e.g. Holly Bank Basin and Tividale Quays. Using the 2003 Black Country Tourism Strategy as a baseline widen the study area to the whole of the waterway and use the criteria established in that report to create a consistent list of priority sites 	Engagement / Enterprise	Enterprise, Mooring, Property, WU and Planning Teams	Monitoring, Advisory	Local Authorities, Planning Committees, Landowners, Commercial Operators, Community Groups, Boating Groups, Canal Societies, Developers		Long Term	Under Development
		<ul style="list-style-type: none"> Extending and/or developing existing mooring sites - Review of our existing long and short term mooring sites to establish the potential for residential moorings, increase in mooring capacity and improvement in facilities to enhance the opportunities for people to enjoy a life afloat 	Strategy, Income	Moorings Team, WU, Enterprise	Advisory, Monitoring, Lead	Local Authorities, Planning Committees, Landowners, Commercial Operators, Community Groups, Boating Groups, Canal Societies, Developers		Long Term	Under Development

Project Status



Key Initiative / Project Commenced



Key Initiative / Project Committed or under development



Key Initiative / Project not commenced or at concept stage

Delivery Timescales



Short term 0-2 years



Medium Term 3-5 years



Long term 5+ years

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Three Year Action Plan – Waterways for Prosperity

Strategic Priority No	Strategic Priority	Key Initiative / Project	Delivery Mechanism(s) - Key Partners & Funding	Delivery Lead	Waterway Partnership Role	Potential Partners	Crossing Cutting Potential	Delivery Timescale	Project Status
13	Maintaining and improving the safe working condition of the waterway infrastructure, facilities and environs including addressing water resource management issues	<ul style="list-style-type: none"> Infrastructure Critical Priorities (planned / aspirational) <ul style="list-style-type: none"> Cast Iron Bridge & Aqueduct Refurbishment Programme on BCN 	Major Works / External Funding	Technical Team	Monitoring	Local Authorities, HLF, Historical Groups, English Heritage		Short Term	Project Commenced On-going
		<ul style="list-style-type: none"> Sluices Refurbishment Programme on BCN to assist water control 	Major Works	Technical Team	Monitoring	Local Authorities		Medium Term	Under Development
		<ul style="list-style-type: none"> Bowyer Street Pumping Station Enhancement 	Major Works	Technical Team	Monitoring			Medium Term	Under Development
		<ul style="list-style-type: none"> Spot Dredging Programme across the West Midlands 	Major / General Works	Technical Team / WU	Monitoring	Boating Groups, Environment Agency, Local Authorities, Canal Societies		Short & Medium Term	Project Commenced On-going
		<ul style="list-style-type: none"> Lapworth Locks Chamber Repairs, Stratford Canal 	Major Works	Technical Team	Monitoring	Local Authorities, HLF, Historical Groups, English Heritage, Canal Societies		Medium Term	Under Development
		<ul style="list-style-type: none"> Repairs to Piercy Aqueduct (badly leaking structure), Tame Valley Canal <i>talk to Ian Lane for confirmation on whether work completed</i> 	General Works	WU	Monitoring	Local Authorities, HLF, Historical Groups, English Heritage		Medium Term	Under Development
14	Encouraging and facilitating greater use and activity on and along the canals as part of the strategic and local sustainable transport, tourism and green infrastructure within West Midlands	<ul style="list-style-type: none"> Towing Path & Waterside Priorities (planned / aspirational) <ul style="list-style-type: none"> Improvements to Towing Paths used as Commuter Routes in the West Midlands 	External Funding / Planning Obligations & Conditions	Enterprise / Planning Teams	Ambassador	DfT, Centro, Local Authorities, Sustrans,		Short Term	Under Development
		<ul style="list-style-type: none"> Improvements to Stourbridge Town Arm Towing Path for Cycling 	External Funding	Enterprise Team	Ambassador	Sustrans, Dudley Council, Stourbug, Private Sector Planning Gain, Stourbridge Navigation Trust		Medium Term	Under Development
		<ul style="list-style-type: none"> Expansion of Wolverhampton Interchange scheme to include canal regeneration through Wolverhampton to include 21 lock flight & Horsley Fields 	External Funding / Planning Obligations & Conditions	Enterprise / Planning Teams	Ambassador	Wolverhampton City Council, Centro, Jaguar Land Rover, Neptune Developments, Virgin, Network Rail, County Councils		Medium Term	Under Development
		<ul style="list-style-type: none"> Infrastructure Critical, Towing Path & Waterside Priorities (committed) <ul style="list-style-type: none"> Local Sustainable Transport Fund – Black Delph (Dudley & Stourbridge Canals) Safe Routes to Schools Funding – Deans Road (Wyrley & Essington Canal) Planning Section 106 monies – Winson Green (Main line Canal); Wordsley Section 106, Stourbridge 	External Funding / Planning (Secured S106 monies)	Enterprise & Planning Teams	Monitoring	DfT, Section 106 from Developers, County Councils, Centro, Local Authorities, Sustrans,		Short Term	Under Development

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		<ul style="list-style-type: none"> ○ Canal; Selly Oak Hospital Section 106, Worcs & Birmingham Canal; ○ Dft Bids for Birmingham and Black Country ○ Stratford-upon-Avon Canals Phase 2 							
15	Supporting the sustainable growth of waterway related tourism and leisure to increase visitor numbers, satisfaction and spend in the West Midlands	<ul style="list-style-type: none"> • Mapping of routes and activities – Working with Marketing Birmingham to improve the visitor experience within the City by establishing consistent and visible way marking for local, national, and international visitors. 	Communications, Marketing & Promotion	Enterprise, WU	Lead, Advisory, Monitoring	Birmingham City Council, Marketing Birmingham, Centro, Business Improvement Districts, Birmingham District Groups		Medium Term	Under Development
		<ul style="list-style-type: none"> • Mapping of routes and activities – Using the Birmingham Pilot as a model to expand this improvement project across the waterway 	Communications, Marketing & Promotion	Enterprise, WU	Lead, Advisory, Monitoring	Local Authorities Centro, Business Improvement Districts		Long Term	Not Commenced
		<ul style="list-style-type: none"> • Work with Centro to produce new and update mini walking and cycling guides. Work with county councils to produce similar literature for their respective areas 	Communications, Marketing & Promotion	Enterprise, WU	Lead, Advisory, Monitoring	Centro, County Councils, Local Councils, Metropolitan Area Authorities		Short to Medium Term	Project Underway
		<ul style="list-style-type: none"> • Birmingham City Centre Street lighting – work with the city council to resolve the current issue of ownership/maintenance of the towpath lighting. Progress the Birmingham City Centre Lighting Strategy with the city council and other partners 	Partnership working & External Funding	WU, Enterprise	Ambassador, monitoring	Birmingham City Council, Centro, Amey, Business Improvement Districts		Short to Medium Term	Project Underway
		<ul style="list-style-type: none"> • Canal Tourism Strategy - With reference to the Black Country Canals revisit the actions and opportunities identified within the Black Country Canals Tourism Strategy. Review potential to spread across the whole of the West Midlands 	Marketing & Promotion, Strategy, External Funding	Partnership	Lead	Visit England, Local Businesses, Local Authorities, Boating Trade, Heritage Bodies		Medium	Not Commenced
16	Improving the perceptions of existing and potential visitors to attract more frequent and longer visits to the canals	<ul style="list-style-type: none"> • Planned programme of positive articles in national newspapers and other forms of national media 	Communications	Communications Team & WU	Ambassador	BBC, ITV, Regional Radio, Newspapers, Social Media		Short Term	Project Commenced On-going
		<ul style="list-style-type: none"> • Enterprise Zones – promoting the role that canals can play in creating an attractive place to invest and work; and the need for investment in canals for that role to be fully realised. CRT is now represented on Management Committee of the Black Country Enterprise Zone with scope to join other enterprise zone boards 	Engagement / Partnership Working	Enterprise Team	Ambassador	Enterprise Zone Boards, Private Sector, Local Authorities		Medium Term	Project Commenced On-going
		<ul style="list-style-type: none"> • Review Waymarking and Welcoming Signage across the West Midlands – Improvement of the access and egress signage to help visitors understand where they are on the canal and what attractions, and public transport links, surround them. Recognising the large number of canal junctions across the West Midlands as points of interest and/or destinations, including where possible a programme of improvement and enhancement. Introduce a series of “Welcome to” signage across the waterway particularly at local authority boundaries. 	Marketing & Promotion	Enterprise	Ambassador	Local Authorities, Centro, Visit England, Local Community Groups, Canal Groups		Medium Term	Under development
17	Linking the canal to other existing tourism attractions within or close proximity to the canal corridor to strengthen the visitor offer	<ul style="list-style-type: none"> • Sub-regional Visitor Economy Sector Plan - Work with Local Enterprise Partnerships (LEP) to ensure canals are promoted as part of the visitor offer. Seek opportunities to attract investment into improving canal based facilities and connections with the key tourism hubs identified by the 	Strategy / External Funding	Enterprise Team	Ambassador	LEP’s, Tourism Boards, Visitor Attractions, Canal Side Businesses		Medium Term	Under Development

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		LEPs, in order to strengthen “the day out offer” along the canal corridor.							
		<ul style="list-style-type: none"> • Black Country Urban Park – Continue to work with LEP and Local Authorities to promote and integrate the canals as the “heart” and “spine” of the Black Country Urban Park concept and to deliver the suite of canal based improvement projects originally included within the unsuccessful Big Lottery bid 	External Funding	Enterprise Team	Ambassador	Black Country Consortium, Black Country LEP, Four Local Authorities, Wildlife Trust		Long Term	Under Development
		<ul style="list-style-type: none"> • Use of Digital media to reach new audiences inside and outside the sub-region - Develop CRT website pages and applications (APPs) with National Team development) to promote tourism hubs, circular routes, heritage and nature trails, waterway dependent businesses, etc 	Marketing & Promotion	WP with Marketing Team	Lead	Private Sector Businesses, Tourist Attractions, LA Cycling and Walking Officers, Wildlife Trusts, Community Groups		Short Term	On-going and Under Development
		<ul style="list-style-type: none"> • Develop and promote circular routes for walking and cycling (see suite of initiatives currently being discussed with Centro under strategic issue № 9. Centro have been awarded £32million from the Government’s Local Sustainable Transport Fund to increase walking, cycling and public transport within the West Midlands. 	External Funding / Marketing	Enterprise & Marketing Teams & WU	Ambassador	Centro, Local Authorities, Ramblers Association, Sustrans, Roy Watson		Short Term	Project Commenced On-going
18	Working with others to use the canals as the focus for regeneration and place shaping to improve the urban offer and competitiveness of the different cities and towns within the West Midlands	<ul style="list-style-type: none"> • Work with and support developers such as Walsall Waterfront, Wolverhampton Interchange, Birmingham Eastside, Kidderminster, Leamington Old Town, Bilston Urban Village to ensure the canal is seen as a major feature of those developments, and to maximise benefit from the waterway 	Planning, Strategy, Partnership Working	Planning & Enterprise Teams	Advisory, Monitoring	Private Developers, Local Authorities, LEPs, Regional Growth Fund		Short to Medium Term	Project Commenced On-going
19	Utilising the canals for training and developing the skills base of local people to help revitalise deprived communities and neighbourhoods within the West Midlands	<ul style="list-style-type: none"> • Environmental Apprentices – Work with Walsall MBC, Wildlife Trust, Groundwork, Environment Agency & Forestry Commission to create Environment Apprentice roles – currently Walsall MBC has secured funding for 500 places but only 150 of those places are committed to date 	Engagement / Education	WU, Environment Team, HR	Ambassador	Walsall MBC, Wildlife Trust, Groundwork, Environment Agency & Forestry Commission		Short Term	Project Commenced On-going
		<ul style="list-style-type: none"> • Craft Apprentices – continuation of the on-going craft apprenticeships on the waterway to help preserve canal related skills such as lock gate fitting and heritage brickwork and stonework. 	Engagement / Education	WU, HR	Monitoring	Framework Contractors, Local Further Education Colleges		Medium Term	Project Commenced On-going
		<ul style="list-style-type: none"> • HLF Skills for the Future Initiative – Dependent on securing funding this HLF funded project will deliver training of two local people per year for three years in heritage skills, maths and English. 	External Funding, Heritage, Education	WU, Enterprise, HR, Heritage	Monitoring, Ambassador	HLF, Local Colleges, Conservation Offices		Short Term	Under Development
20	Supporting new strategic links to expand the network through restoration where connections to places and people need to be strengthened and would make the network more sustainable in the West Midlands	<ul style="list-style-type: none"> • Bradley Arm Canal – Help preserve the line of the abandoned section of the Bradley Canal through waymarking and interpretation, with a view to securing its long term restoration 	Engagement, Fundraising, Partnership Working	Partnership, Enterprise	Lead	Wolverhampton City Council, Community Groups, IWA, HLF		Medium to Long Term	Under Development
		<ul style="list-style-type: none"> • Lichfield and Hatherton Canals – provide support and advice to the L&HCRT on planning, water supply and funding opportunities 	Partnership Working, Planning,	Enterprise	Advisory, Monitoring	Lichfield District Council, Walsall MBC, South Staffs DC, Staffordshire County Council, Environment Agency, Land Owners, IWA		Short to Long Term	Project Commenced On-going

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		<ul style="list-style-type: none"> Lapal Canal – Working with Lapal Canal Trust to preserve the line of the canal, and to ensure the surrounding developments do not compromise the functionality of its future restoration. 	Planning, Engagement, Partnership Working, Campaign	Planning & Enterprise Teams	Advisory, Lobbying, Monitoring	Lapal Canal Trust, IWA, Birmingham City Council, Harvest, Sainsburys, Dudley Council		Medium Term	Project Commenced On-going
21	Mitigating impacts and exploiting opportunities arising from High Speed Two Phase 1 and other nationally significant infrastructure projects (NSIPs) upon the canal corridors, potential future restoration projects and water dependent businesses and tourism	To be completed by the project engineering team						Medium Term	Project Commenced On-going
22	Encouraging waterside businesses and landowners to benefit from their location and in turn make a positive contribution to canal environment and to the visitor experience	<ul style="list-style-type: none"> Planning system <ul style="list-style-type: none"> Promote new development to positively address and contribute to the canals as well as to encourage and improve access to, along and from the water within the statutory development plans; In role as statutory consultee, the Trust needs to ensure that the key considerations on safeguarding the canals from inappropriate development are properly considered in development management guidance and decision making by Local Planning Authorities (LPAs); Encourage LPAs to take enforcement action of breach of planning consents and conditions e.g. unauthorised storage adjacent to waterways 	Planning (Policy & Development Management, Enforcement)	Planning Team	Engagement / Lobbying / Monitoring	Local Authorities, Planning Inspectorate, Developers, Canal Societies, Boating Groups, Enterprise Zone Boards, Planning Consultants, CABE, Local Councillors		Medium Term	Project Commenced On-going
		<ul style="list-style-type: none"> Engagement with at least five corporates and strategic companies based in the West Midlands per annum (Waterway wide initiative) to explore opportunities for sponsorship, adoption, promotion, volunteering e.g. CSR Activity with Deutsche Bank, Amey, HSBC, BT, and Sainsbury's in Oldbury 	Sponsorship / Adoption / Volunteering	WP	Lead	Local Chambers of Commerce, Local Business Forums, Business Improvement Districts, Institution of Directors, LEPS within West Midlands		Medium Term	Under Development
		<ul style="list-style-type: none"> Develop & implement a boundary improvement campaign strategy supported with a strong enforcement regime jointly with a LA as a pilot and target worst 20 waterside boundaries in environmental quality and maintenance terms within the pilot LA administrative area 	Campaign / Enforcement /	WP supported by WU, Environment, Planning, Marketing & Legal Teams	Lead	Local Chambers of Commerce, Local Business Forums, Business Improvement Districts, Institution of Directors, LEPS within West Midlands		Medium Term	Under Development
		<ul style="list-style-type: none"> Engagement with Birmingham Business Improvement Districts at Jewellery Quarter and Broad Street – to integrate the canal within the plans and investment strategies 	Partnership, Engagement, External Funding	WU, Enterprise Teams	Ambassador	Birmingham City Business Improvement Districts, individual Businesses, City Council		Short to Medium Term	Project Commenced On-going

WEST MIDLANDS WATERWAY PARTNERSHIP

Developing the Three Year Action Plan

Project Status



Key Initiative / Project Commenced



Key Initiative / Project Committed or under development



Key Initiative / Project not commenced or at concept stage

Delivery Timescales



Short term 0-2 years



Medium Term 3-5 years



Long term 5+ years

WEST MIDLANDS WATERWAY PARTNERSHIP Developing the Three Year Action Plan

Three Year Action Plan – Waterways for Places

Strategic Priority No	Strategic Priority	Key Initiative / Project	Delivery Mechanism(s) - Key Partners & Funding	Delivery Lead	Waterway Partnership Role	Potential Partners	Crossing Cutting Potential	Delivery Timescale	Project Status
24	Connecting visitor attractions, hubs, nodes and places of interest along the canal network to create strong day out offers at key locations which will attract more foreign and domestic visitors from outside and within the West Midlands and increase the duration of their visit	<ul style="list-style-type: none"> Foreign Language signage, Birmingham City Centre and Stratford as potential sites – working with Marketing Birmingham to explore opportunities for multi-lingual signage 	Marketing & Promotion, Partnership Working	Enterprise	Ambassador	Marketing Birmingham, Brasshouse Language School, Visit Birmingham, Stratford DC, Warwickshire County Council, Local Tourism Centre		Medium Term	Concept
25	Exploiting the unique feature of the West Midlands being the largest concentration of canals in the country forming a network which has the potential to link communities, places and opportunities	<ul style="list-style-type: none"> Development and Promotion of further canal “rings” within the West Midlands and surrounding waterways to encourage visitors to lesser used parts of the waterway 	Marketing & Promotion	WU, Marketing	Ambassador, Advisory	Local Authorities, Visit England, Boating Trade, Tourist Information Centres		Medium Term	Concept
		<ul style="list-style-type: none"> Develop Waterway “Adventures” by foot by bike – Engage with local enthusiast to develop and promote waterway adventures across the West Midlands and publicise through websites and apps 	Marketing & Promotion	WU, Marketing	Ambassador, Advisory	Roy Watson, Sustrans, Ramblers Association, Local Authorities, Health Commissioning Bodies		Medium Term	Under Development
27	Improving environmental quality and image caused by presence of large tracts of derelict land, poor canal side industrial, commercial, residential and agricultural boundaries	<ul style="list-style-type: none"> Work with adjacent housing associations, local authorities and management organisations to encourage the enhancement and maintenance of canal side frontages. 	Engagement, Planning, Volunteering	WU, Environment Team	Ambassador	Local Authorities, Housing Associations, Residential Groups, Environment Agency, Community Payback		Medium Term	Concept
		<ul style="list-style-type: none"> Engagement with housing developers to ensure that new developments make best use of canal side setting? 	Engagement, Planning	Planning, Enterprise	Ambassador	Developers, Local Authorities		Short to Long Term	On-going
28	Connecting different communities and places along the canals and improving connectivity between the canals, attractions, facilities and services within the West Midlands	<ul style="list-style-type: none"> Work with local authorities and transportation bodies to better utilise the canal network for sustainable travel. This could include improved linkage with tourist attractions, shopping centres, and major services such as hospitals (trip generators). Where major new developments are planned we will work with developers to ensure that arrangements are made for provision of high quality canal infrastructure. 	Planning, External Funding, Strategy	Planning, Enterprise	Ambassador, Monitoring	Local Authorities, Developers, Centro, Tourist Attractions, Hospitals, Network Rail, Community Groups		Short to Medium Term	On-going
31	Connecting the canals and the towpath network to other routes, Sustrans, green infrastructure and trails, and other modes of public transport and facilities such as car parks	<ul style="list-style-type: none"> List of projects within parts of the West Midlands being promoted by the Trust to be funded through £32million awarded to Centro from Government’s Local Sustainable Transport Fund to increase walking, cycling and public transport within the West Midlands <ul style="list-style-type: none"> Wolverhampton to Bilston A41 Corridor – improve Mainline Canal from Wolverhampton Station to Lower Walsall Street 	External Funding	Enterprise Team	Ambassador	Centro, Local Authorities, Sustrans, DfT,		Short Term	In Development

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		<ul style="list-style-type: none"> ○ Sandwell A41 Corridor – connecting A41 and the Walsall Canal ○ Production of Leaflet showing routes & connections ○ Improved access to Worcester & Birmingham Canal in Birmingham ○ Access to Stations programme University, Selly Oak, Five Ways, Coseley, Wolverhampton 							
		<ul style="list-style-type: none"> ● Develop a project to introduce signage / interpretation at entrance points across the four metropolitan borough areas – Dudley MBC to lead 	External Funding	WP	Lead	Local Authorities, local communities, canal societies		Short Term	On-Going in Certain boroughs
		<ul style="list-style-type: none"> ● Planning system - Promote canal towing paths as both sustainable transport and healthy routes for walking and cycling within the statutory development plans and secure towing path and access improvements as part of third party waterside planning applications where appropriate 	Planning (Infrastructure Plans & CIL, Local Plans, LTPs & Development Management)	Planning Team	Engagement / Lobbying / Monitoring	Local Authorities, Developers, Planning Committees, Health Commissioning Boards		Medium Term	Project Committed
		<ul style="list-style-type: none"> ● Future works with Sustrans and Local Authorities to develop and enhance high quality routes linked to Enterprise Zones and Major Employers 	External Funding	Enterprise Team	Ambassador	Centro, Local Authorities, Sustrans, DfT,		Medium Term	In Development
		<ul style="list-style-type: none"> ● Work with Centro to promote canals as walking cycling routes e.g. through mapping and literature, or even an App 	Engagement, Marketing, Interpretation	Enterprise Team, Marketing	Ambassador	Centro, Local Authorities, Marketing Birmingham, County Councils, Sustrans		Medium Term	In Development
		<ul style="list-style-type: none"> ● Google Street View of canal network in City Centres to enhance the visitor experience and improve the provision of geographical information location 	Marketing, Interpretation	GIS, Marketing	Ambassador	Google		Short to Medium Term	In Development
32	Conserving, promoting and interpreting the rich industrial and cultural heritage value of the canals in the West Midlands	<ul style="list-style-type: none"> ● Programme of introducing Red Industrial Heritage Interpretation Plaques on BCN 	Interpretation, Marketing	Enterprise & Heritage Teams	Monitoring	Transport Trust, Civic Societies, Local Authorities, Canal Societies, HLF, Heritage Groups		Long Term	Project Commenced On-going
		<ul style="list-style-type: none"> ● Develop a programme of guided Heritage Canal Walks 	Volunteering, Marketing	WP	Lead	Canal Societies, Civic Societies, Local Authorities, HLF, Groundwork, Heritage Groups		Medium Term	Project Commenced On-going
		<ul style="list-style-type: none"> ● Planning system - Promote the protection, conservation and enhancement of the waterways' heritage and their built environment within the statutory development plans and in responses to planning application consultations received as statutory consultee 	Planning (Policy & Development Management)	Planning Team	Engagement / Lobbying / Monitoring	Local Authorities, Canal Societies, Planning Committees, Heritage Groups		Medium Term	Project Commenced On-going
		<ul style="list-style-type: none"> ● NVQ Waterway Operative Heritage Skills – Subject to funding utilising a HLF project to provide NVQ level 2 training in waterway heritage skills for waterway staff 	Education,	WU, Enterprise	Ambassador	HLF, Local Colleges		Short Term	Under Development
33	Improving the living landscape, ecological value and biodiversity of the canal	<ul style="list-style-type: none"> ● Nature Improvement Area Status for Birmingham & Black Country – Designation successfully secured by WP (through Birmingham and the Black Country Wildlife Trust) and now 	External Funding	WP supported by Enterprise &	Monitoring /Ambassador	Birmingham and the Black Country Wildlife Trust, Local		Short Term	Project Commenced On-going

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corridors as part of the green infrastructure network in West Midlands	implementing a schedule of projects. Natural England funded biodiversity works		Environment Team		Authorities, Community Groups			
	<ul style="list-style-type: none"> Environmental Apprentices – Work with Walsall MBC, Wildlife Trust, Groundwork, Environment Agency & Forestry Commission to create Environment Apprentice roles – currently Walsall MBC has secured funding for 500 places but only 150 of those places are committed to date 	Volunteering	WU, Environment Team	Ambassador	Walsall MBC, Wildlife Trust, Groundwork, Environment Agency & Forestry Commission		Short Term	Project Commenced On-going
	<ul style="list-style-type: none"> Planning system - Within the statutory development plans and in responses to planning application consultations received as statutory consultee promote the: <ul style="list-style-type: none"> o protection, conservation and enhancement of the waterway landscape and biodiversity character, features and the quality including waterway related habitats and protected species, both fauna and flora o protection, conservation and enhancement of the waterways as a water resource including improving water quality, managing land drainage and avoiding, reducing and managing flood risk o the waterways and towing paths as an integral part of the green infrastructure and open space network, performing a multiple functions 	Planning (Policy, CIL & Development Management)	Planning Team	Engagement / Lobbying / Monitoring	Local Authorities, Canal Societies, Planning Committees, Environmental Groups		Medium Term	Project Commenced On-going
	<ul style="list-style-type: none"> Tackling anti-social behaviour to tackling issues of graffiti, vandalism, loitering, abusive behaviour and fly tipping in West Midlands 	External Funding / Education / Volunteering / Environmental Management / Partnership Working with Police, LAs & Other Partners	WU / Enterprise, Education & Volunteering Teams	Ambassadors and in some cases Lead	Local Authorities, West Midlands Police, Crime Commissioners, Local Community Groups, Environment Agency, Land Owners, Neighbouring Businesses, Community Payback		Medium Term	Project Commenced On-going
	<ul style="list-style-type: none"> Environmental priorities – individual projects detailed in the waterway Environmental Prospectus 	External Funding / Volunteering	Environment Team, WU Enterprise, Fundraising, Education & Volunteering Teams	Monitoring, Ambassador, Engagement	Environment Agency, Local Wildlife Trusts, Community Groups, Keep Britain Tidy, Severn Trent, Adjacent Landowners, Local Authorities, Landfill Tax, Community Payback, Volunteers		Medium Term	Project Commenced On-going
	<ul style="list-style-type: none"> Heartlands Ring Environmental Arts Project (CRT Launch Fundraising Project) 	Fundraising	Fundraising Team, Enterprise Team	Ambassadors, Fundraisers	Deutsche Bank, The Bond, Local Businesses, Community Groups		Short Term	Project Commenced On-going
	<ul style="list-style-type: none"> Galton Valley Nature Trail Galton Valley nature trail: The 	Fundraising	Fundraising	Ambassadors,	HLF, Wildlife Trust,		Short Term	Project

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		Trust is hoping to raise £5,000 towards a £20,000 project to reinvigorate the Nature Trail to its former glories		Team, WU, Environment Team	Fundraisers	Sustrans			Commenced On-going
		<ul style="list-style-type: none"> • Doormouse Corridors (CRT Launch Fundraising Project) - Staffs to Wolverhampton 	Fundraising	Fundraising Team, Environment Team, WU	Ambassadors, Fundraisers	Wildlife Trust		Short Term	Project Commenced On-going
		<ul style="list-style-type: none"> • Butterfly & Bumble Bee Highways (CRT Launch Fundraising Project) – Great Bridge to Galton Valley 	Fundraising	Fundraising Team, Environment Team, WU	Ambassadors, Fundraisers	Wildlife Trust		Short Term	Project Commenced On-going
		<ul style="list-style-type: none"> • Greening Birmingham (CRT Launch Fundraising Project) 	Fundraising	Fundraising Team, Environment Team, WU, Enterprise	Ambassadors, Fundraisers	Broad Street Business Improvement District, Wildlife Trust, Birmingham City Council, Local Businesses		Short Term	Project Commenced On-going
		<ul style="list-style-type: none"> • Otter Habitat Creation (Year Two Partnership Fundraising Project) 	Fundraising	Fundraising Team, Environment Team, WU, Enterprise	Ambassadors, Fundraisers	Sea Life Centre,		Short Term	Project Commenced On-going
35	Supporting appropriate new development which respect and enhance the canal corridors and promoting innovative and sustainable solutions to create a new context for urban and rural development and living	<ul style="list-style-type: none"> • Engage with developers at the pre-application stage to influence their proposals such that the schemes make positive contribution to the canal corridor 	Engagement, Planning	Planning, Enterprise	Advisory, Ambassador	Developers, Local Authorities		Short to Medium Term	On-going
		<ul style="list-style-type: none"> • Work with local authorities to ensure that their planning strategies fully identify the adjacent canal as a valuable resource and asset 	Engagement, Planning, Strategy	Planning, Enterprise	Advisory, Monitoring, Ambassador	Local Authorities		Short to Medium Term	On-going
		<ul style="list-style-type: none"> • Promotion of the canal infrastructure as facilitator for sustainable environmental solutions – for example, hydro-electric generation, heating and cooling, low carbon travel, combined heat and power generation 	Engagement, Strategy, Planning	Planning, Enterprise, Utility Team	Advisory, Monitoring, Ambassador	Developers, Universities, Energy Companies		Medium Term	Under Development

Project Status



Key Initiative / Project Commenced



Key Initiative / Project Committed or under development



Key Initiative / Project not commenced or at concept stage

Delivery Timescales



Short term 0-2 years



Medium Term 3-5 years



Long term 5+ years