



# Get your business involved

Work with us to benefit your organisation,  
the environment and local communities



Canal &  
River Trust

# Welcome



The Canal & River Trust was launched in 2012 with the aim of looking after waterways for everyone to enjoy, now and in the future.

Fifty percent of the population of England and Wales lives within five miles of one of our canals or river navigations. Through increased work with local communities, we will breathe new life into our 2,000 mile canal and river network. This will help more people discover and enjoy the magic of the waterways, and improve access for current and future generations.

You and your business could be a part of this. The waterways can give you greater contact with the communities around you, and collaborating with them will have a positive impact on your business. And it goes without saying that your team's contribution as volunteers can make a huge difference to the people who live and work along the canal.

But, what can you and your company do for us and what can we do for you? Please read on to discover what opportunities are available.



Richard Parry  
Chief Executive

# About the Canal & River Trust

**The Canal & River Trust is the new charity set up to care for England and Wales' wonderful legacy of 200 year-old waterways, holding them in trust for the nation forever. The Trust is among the UK's biggest charities, with responsibility for 2,000 miles of canals, rivers, docks and reservoirs, along with museums, archives and the country's third largest collection of protected historic buildings.**



## Our work

Our canals and rivers are used by more people and for a wider variety of purposes than ever before. Over 35,000 boats and 10 million towpath visitors use them as an escape from the hurly burly of modern life. It's our responsibility to maintain the waterways for the benefit and safety of these visitors as well as our neighbours.

## Our funding

The main sources of the Trust's funding are income from boating, property and utilities and a 15-year contract with government. This funding is important for keeping our precious waterways running, but it's not enough to make our canals and rivers truly special places for people and nature. This is why we need the support of volunteers to help look after our waterways.

We also seek voluntary donations from the general public, trusts and companies. Every penny from this funding is spent directly to conserve, restore and enhance our waterways, and educate people about them.

Once Britain's most powerful transport system, our waterways are now a focus for economic renewal in the towns and cities they helped to create. They are also a nationally important wildlife corridor.

## We aim to:

- breathe new life into our canals and rivers
- ensure our canals and rivers are cherished by and make a difference to the communities they serve
- help people discover and enjoy the magic of the waterways
- increase access to our canals and rivers for current and future generations

# Tailor-made for your businesses

In recent years we've seen a growing desire from businesses to get involved with us, via the direct action of their teams or through financial support.



In response to this, we have developed a series of fantastic opportunities which can be tailored for the individual company. These schemes are mutually beneficially to our organisations, the environment and local communities.

We can provide opportunities which are:

- local or national
- short and sharp or long-term and sustained
- outdoor or indoor
- relevant to local employees' lives
- exceptional for your branding and PR

“A member of the public has just put a note in the comments book at Cambrian House, saying how good Farmers Bridge lock flight is looking after the work HFC Bank carried out with us”

Rachel Chester, the Trust's West Midlands Administration Team

“I really feel as though we made a difference out there today”

BT Volunteer

# Benefits for your business

Corporate Social Responsibility has become integral to many companies' operations and values. We can offer you a unique opportunity to contribute to the environment and society in which you operate, as well as build and motivate your team.

## As a result of a volunteering partnership with us, you'll gain:

- recognition within the local community
- an improved environment for employees and local people
- a sense of satisfaction and pride amongst the team
- a more motivated team
- new connections and improved relationships amongst your staff
- an opportunity to talent-spot within your team by providing them with the chance to show different skills, leadership and initiative



## Typical tasks – take your pick

Your team could take on a range of rewarding tasks, either as a one-off opportunity or as part of a sustained campaign. They could be involved in:

- painting lock gates
- leading guided walks
- removing non-native vegetation and replacing with native wild plants and trees
- visiting local schools to talk about canals
- building bat roosts
- removing graffiti
- welcoming visitors to one of the Trust's offices

The rewards are endless – why not give it a try?

## Case Study

# HSBC Bank

## Transforming the canal in 12 months

A canal adoption by HSBC Bank has resulted in the transformation of a stretch of the Birmingham & Fazeley Canal. Working with the Canal & River Trust provided HSBC with the perfect opportunity to improve the environment and make a difference to their local community.



### Defining the job

HSBC adopted a stretch of canal in the Snow Hill area, close to its office in the centre of Birmingham. We worked with them to define the exact section, review what improvements were needed, and decide which tasks were suitable for employees to carry out. They agreed to remove graffiti, paint locks and bridges, clear weeds and install benches.

### Making a difference

Over 12 months, more than 170 HSBC employees spent several days on the canal. They undertook the designated tasks, and promoted the project and waterway to passers-by. HSBC also set up a 'warden system' whereby volunteers regularly walk their stretch of the canal checking for problems and ensuring it remains clean.

### Proud all round

The result of the adoption is that a stretch of canal in Birmingham city centre has received the level of care and maintenance we have long wanted to give it, but couldn't afford to. The canal is transformed, and the local community has a leisure area to be proud of.

# Corporate Opportunities

## Some ways we can work together

### Team days

Team days are a great opportunity for you and your employees to learn new skills and work together in different ways. Typically from 9.30am to 4pm, team days are suitable for up to 20 people. No previous experience or skills are required, and the days can be tailored to meet your specific requirements.

### Canal adoption

This is the chance to support a stretch of canal close to your company's offices. It's a fantastic way to build staff morale, getting them involved in enhancing and protecting their local environment. It puts you at the heart of your community, and offers positive PR opportunities. Adoptions are for 12 month periods and involve 100 volunteering days.

### National canal adoption

As above, but in locations across England & Wales.

### Sponsored volunteering opportunities

These are shorter-term projects for companies who are unable to commit to a canal adoption.

### Secondments

We can offer secondments throughout our diverse workforce, including policy and strategy, environmental practices,

marketing, engineering, human resources and retail. Secondments can be for three to six months or longer.

### Advisory roles

Within our governance structure we have various advisory groups and waterway partnerships, made up of volunteer members. The members come from a range of backgrounds and interests, and are recruited based on the needs of the individual group.

### Education & Learning

Explorer education volunteers share their passion for our waterways by leading sessions for school children and other groups. It's an ideal way to encourage your employees to volunteer in the community outside working hours. We provide training and carry out background checks.

### Canal and river skills bank

The skills bank provides the opportunity for national organisations to match the skills of up to 20 of their employees with the needs of volunteering groups on the canals and rivers.

### Sponsorship

If you're not able to commit the time of your team, we offer a range of ways to support your local canal financially.

## Case Study

# Marks & Spencer

## Swapping beach for canal bank



Marks & Spencer has supported the Canal & River Trust by expanding its M&S Big Beach Clean-up to include 50 canal locations in England and Wales.

As a result, over 1,000 M&S employees have headed down to their local canal – rather than the beach – to pick litter. In addition, M&S made a financial contribution towards our work to restore, conserve, enhance the nation's 200 year-old network of waterways.



### **Litany of litter**

*In 2012, the litter collected from the M&S Big Beach Clean-up included fishing nets, ropes and bottle tops as well as more unusual items including a set of false teeth, half a sofa, a tenpin bowling ball and a carpet. Similar litter picking events have turned up an aircraft propeller and a life size R2D2 dummy!*

*Not only an eyesore, making our canals look neglected and even intimidating, litter can also be hazardous for wildlife.*

**“It’s really satisfying when members of the public stop and say what a good job we’re doing”**

**Denise**

**“It’s been brilliant, I can’t wait until it’s my turn to come again!”**

**Joanne**



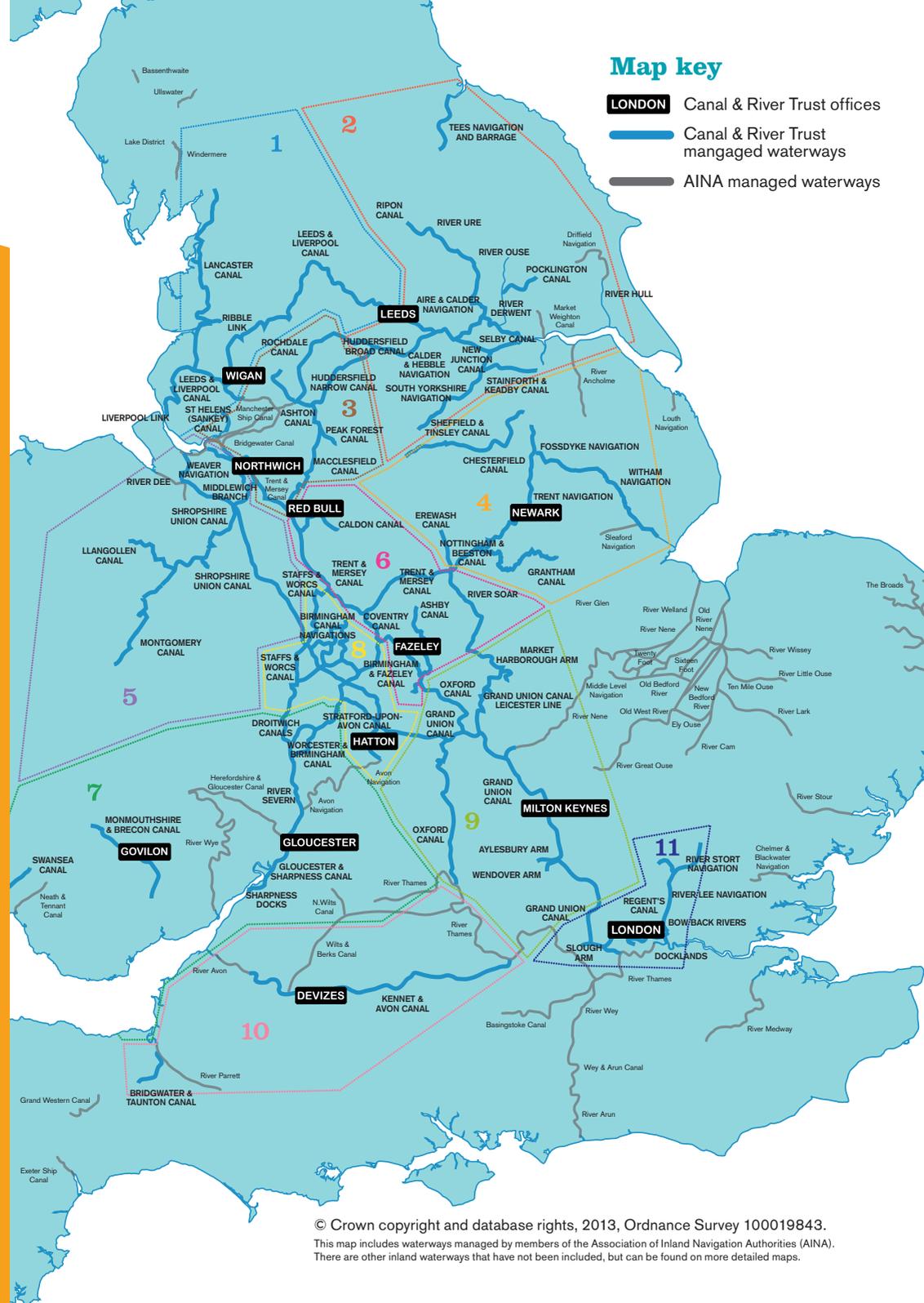
# What to do next?

Visit our website [canalrivertrust.org.uk](http://canalrivertrust.org.uk) to find out more about opportunities with us.

Contact the Volunteering Team to chat about what you're looking for, and to explore ways we can work together:

[volunteer@canalrivertrust.org.uk](mailto:volunteer@canalrivertrust.org.uk)

**T: 0303 040 4040**



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This map includes waterways managed by members of the Association of Inland Navigation Authorities (AINA). There are other inland waterways that have not been included, but can be found on more detailed maps.

**“It has been a  
great team  
building exercise,  
especially for some of our  
newer members ”**

**John**



@canalrivertrust



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