



**Canal &
River Trust**
Making life better by water

WATERWAYS & WELLBEING

Reimagining Waterways - Relevant in 21st Century

Danny Brennan

Chair, NIWE

9th October 2018



Why Wellbeing?

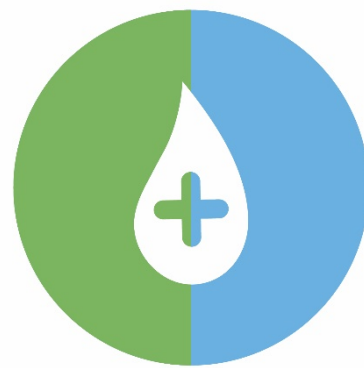
We (CRT) need a framework within which to tell the story of the economic, social, environmental value of the waterways to people, communities, and the nation(s) (being England & Wales)

We need to prove it (rather than just tell it!) to potential partners, funders, supporters

We need to do this in a context where finances are tight, value benefit must be proven

Wellbeing captures the breadth of waterways' value & benefit in a way that is personal and global

Why today – NIWE engagement, interest? Possible new EU opportunities?





- Introduction to the Trust & Wellbeing
- ***WHY*** we measure
- ***WHAT*** we measure
 - Waterways & wellbeing
 - Our OMF
- ***HOW*** we measure
 - Design
 - Governance & baseline
 - Measurement tools & data sources
 - Filling the knowledge gaps
- Findings & Insights ***Learnt so far***



Formed in July 2012, largest transfer to third sector, 15 year contract with Government

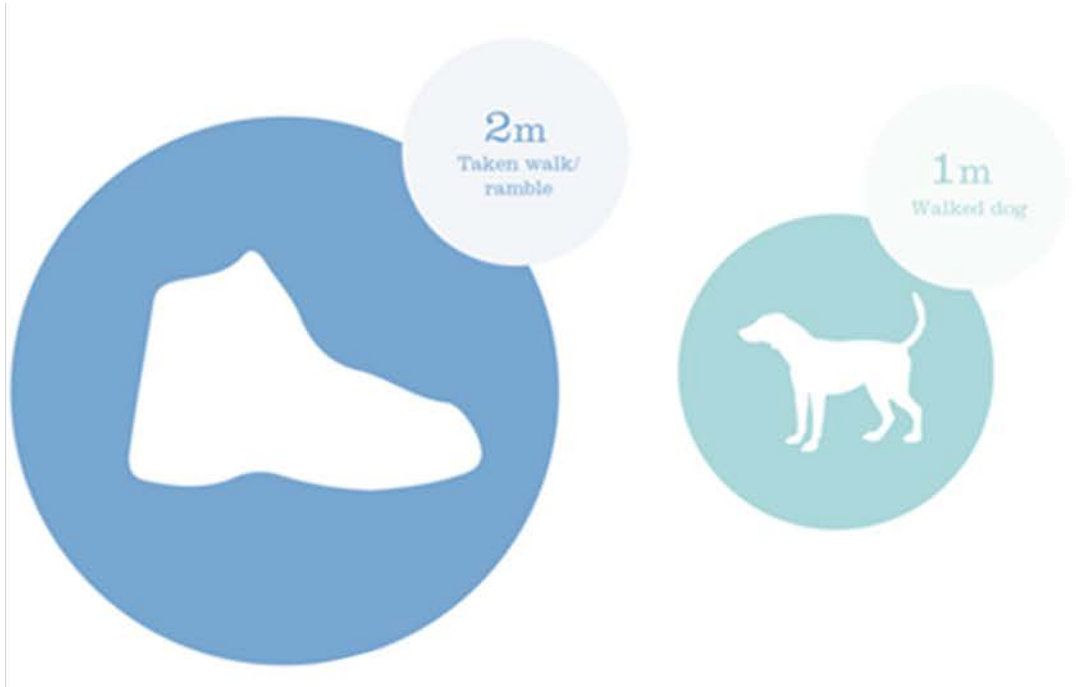
2,000 miles of historic canals and river navigations, plus several docks, 72 reservoirs in England & Wales – equates to two thirds of the national network

Third largest historic estate in the UK

Canal & River Trust waterways

This map illustrates the extensive network of inland waterways in Great Britain, including rivers and canals. The network is most dense in the central and southern regions, particularly around the Midlands and the south-east. Key features include the River Sever, River Trent, River Great Ouse, River Thames, and the River Stour. The map also shows the English Channel to the south and the North Sea to the east.

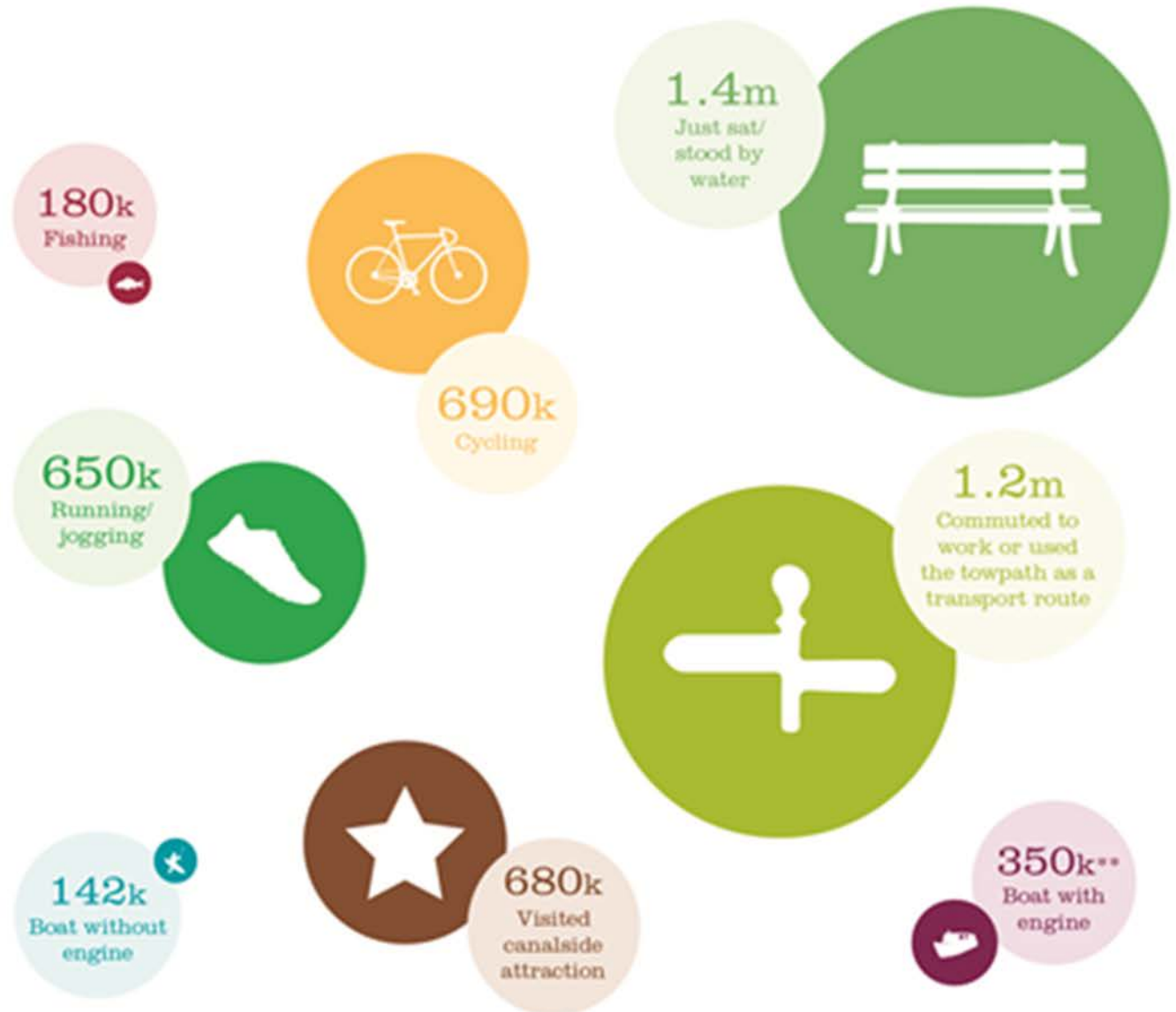
Use of Our Waterways



Estimated 4.3m regular users

Up to 400m visits each year

c.15-20m unique visitors



Our Purpose

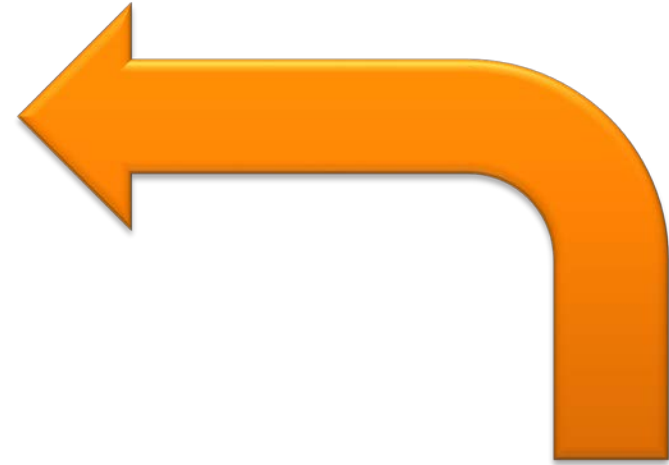
Waterways and Wellbeing Trust

OUR VISION

Living waterways transform places and enrich lives

CARING FOR THE WATERWAYS & SECURING THEIR FUTURE

IMPROVING THE WELLBEING OF THE NATION



OUTCOMES



What does *Wellbeing* mean for us



Health,
Wellbeing
& Happiness



Engaged
People &
Cohesive
Communities



Learning &
Enhancing
Skills



Prosperous
& Connected
Places



Green & Blue
Futures



Cultural &
Environmental
Assets



Health, Wellbeing & Happiness



Physical Health



Mental Health, Wellbeing & Happiness



Engaged People & Cohesive Communities

Community Engagement



Broadening Opportunities & Inclusivity



Community Safety



Learning & Enhancing Skills



Education



Skills & Lifelong Learning



Prosperous & Connected Places

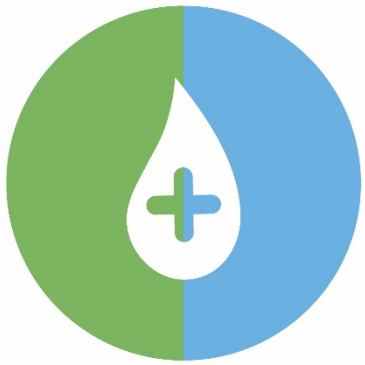


Economic Growth



Regeneration & Development





Green & Blue Futures



Sustainable Transport



Renewable Energy & Water Resourcing





Cultural & Environmental Assets



Culture & Heritage



Biodiversity & Environmental stewardship



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WATERWAYS & WELLBEING

WHY & WHAT we measure

- **Prove – Improve - Story**
- **Breadth not Depth**
- **Our Outcomes Measurement Framework (OMF)**



WHY we measure - WELLBEING

Why we are measuring outcomes & communicating impacts

Evidence

Waterways & the Trust
transform places &
enrich lives

Improve

Insight & Trust
performance

Story

Consistent &
credible narrative

**Access Voluntary & Statutory Funding – Wider Reach, Local Connections
& Relevance – Stronger Policy Position & Authoritative Voice –
Greater Influence – Enhancing Brand Recognition**



Canal &
River Trust

WHAT we measure - BREADTH

Waterways
Cross-cutting wellbeing

**Social
wellbeing**

**Economic
wellbeing**

**Environmental
wellbeing**

**Cultural
wellbeing**

Progress

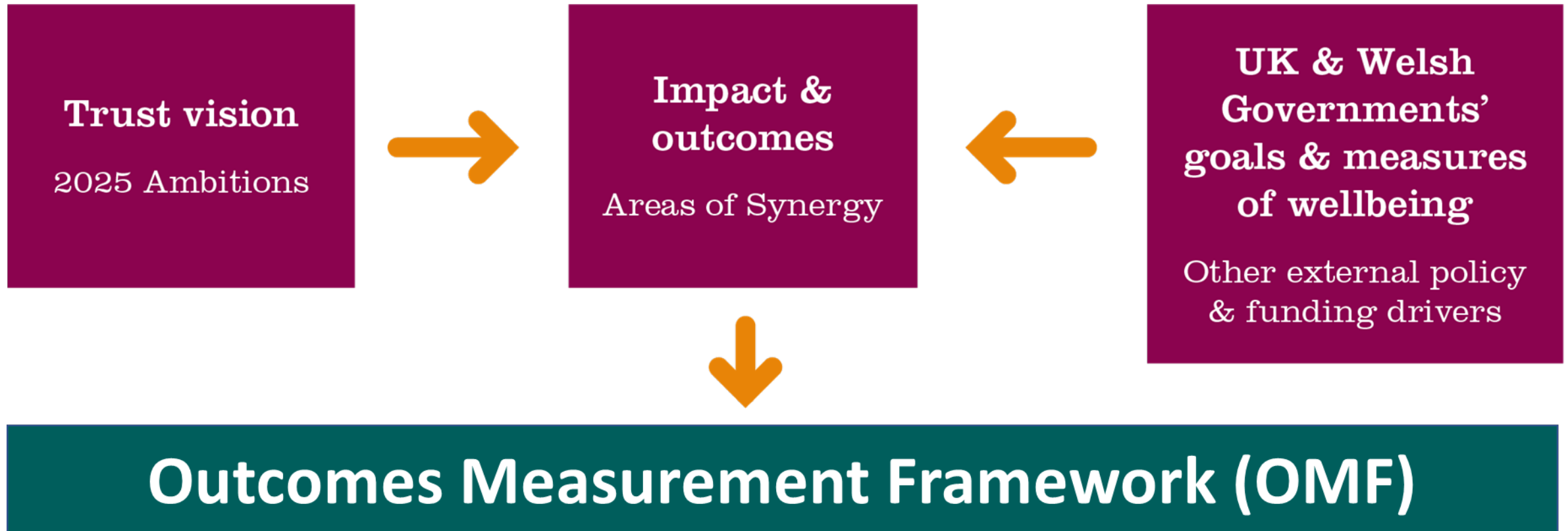
Prosperity

Resilience

Belonging

Breadth not Depth

WHAT we measure - OMF



Outcomes Measurement Framework (OMF)



Health,
Wellbeing
& Happiness



Engaged
People &
Cohesive
Communities



Learning &
Enhancing
Skills



Prosperous
& Connected
Places



Green & Blue
Futures



Cultural &
Environmental
Assets

People

Prosperity

Places

WHAT we measure - OMF

Outcomes Generation

Multi-functional
nature

Added value
of Trust

Platform for
others

Partnerships

Outcomes Measurement



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WATERWAYS & WELLBEING

HOW we measure

- OMF Design
- Baseline & Governance
- Measurement tools & data sources
- Filling the knowledge gaps



67% are Everyday &
Weekly Users

3.5m people use our
waterways for
physical activity

20% only take
physical exercise
because the waterway
is there

37% use towpaths to
get somewhere else

Motivations

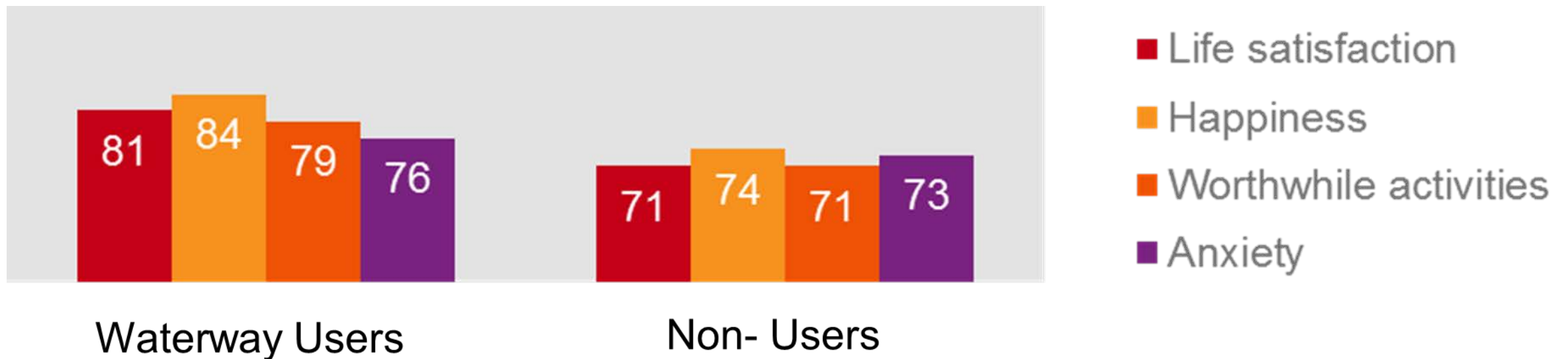
- **Wellbeing** is the strongest motivator for visiting waterways:
 - 'to relax in a peaceful environment'
 - 'to get fresh air'
 - 'to get some physical exercise'

Frequency & Purpose of Use / Visit

- **Local connectivity** - using it as a route
 - health
 - affordability
 - saving the planet

Subjective wellbeing (personal)

- **90% visitors agreed** that the waterway was a good place to relax / de-stress
- ONS wellbeing measures (7-10 on scale except 0-3 for anxiety)



Source: Local Community Survey, in LSAs, Kantar TNS, June 2017

Waterways & Happiness - Wellbeing valuation work undertaken by Simetrica

- **Spending 1+ hour** at a waterway is strongly associated with *happiness in the moment*
- The **more frequently a person visits** one of our waterways, and longer the duration, the **happier they feel**/greater level of life satisfaction/more worthwhile they feel



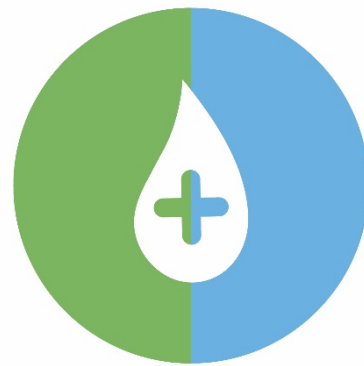
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