



Università
Ca' Foscari
Venezia



Water, heritage, and wellbeing

Engaging audiences away from the museum

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UNESCO Chair | Water, Heritage and Sustainable Development

**BEYOND
MUSEUMS** Tools for Promoting the Natural
and Cultural Water Heritage



**Canal &
River Trust**

Making life better by water

BEYOND MUSEUMS

Tools for Promoting the Natural
and Cultural Water Heritage



> 12 WEBINARS

Every Friday from
**October 22nd, 2021 to
January 21st, 2022**

Topics include traditional
waterscapes, participatory
approaches, heritage
promotion and management,
responsible tourism, leisure
education, and more.

Full info on:
hscif.org/beyond-museums

- Who are the Canal & River Trust and what we do?
- Our Museums & Attractions
- History of Canals in Great Britain
- Social and individual wellbeing
- Covid and cultural heritage
- Practical examples of 'tools' for promotion.



Canal & River Trust

Making life better by water

We are the **charity** that cares for and brings to life
2,000 miles of canals and rivers across England and
Wales.

We believe our canals and rivers have the power to make a positive
difference to our lives, making us **healthier and happier**. By
bringing **communities together** to value and help us care
for their **local waterway**, we are **creating places** and
routes that can be used and **enjoyed by everyone**.



Our Purpose: A Trust for Waterways *and* Wellbeing

Our vision

Living waterways transform places and enrich lives

Caring for the waterways and
securing their future

Improving the wellbeing of the nation

Measurable outcomes – developing broader engagement & support

National Waterways Museum



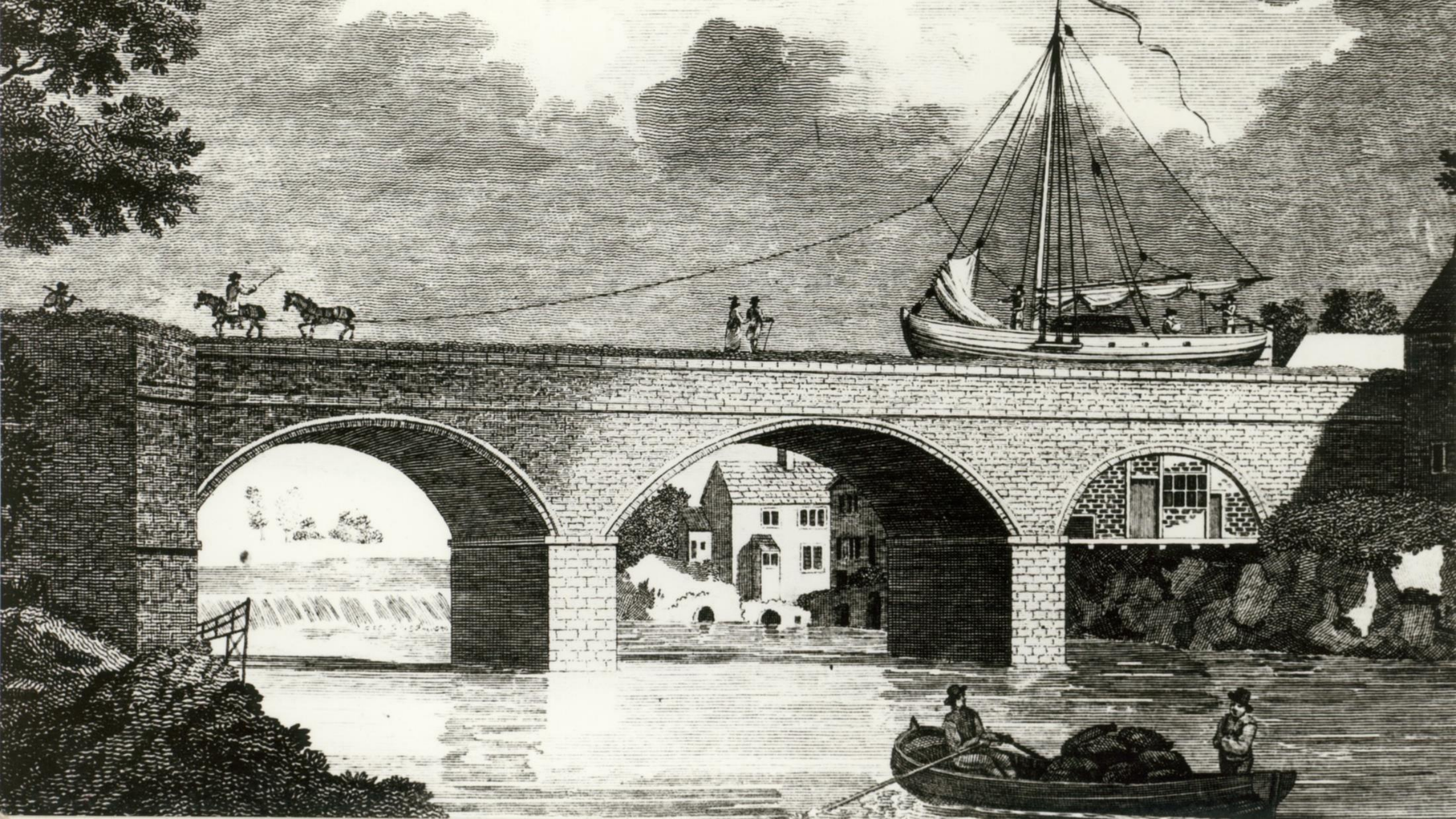
Ellesmere Port

Gloucester





National Waterways Museums

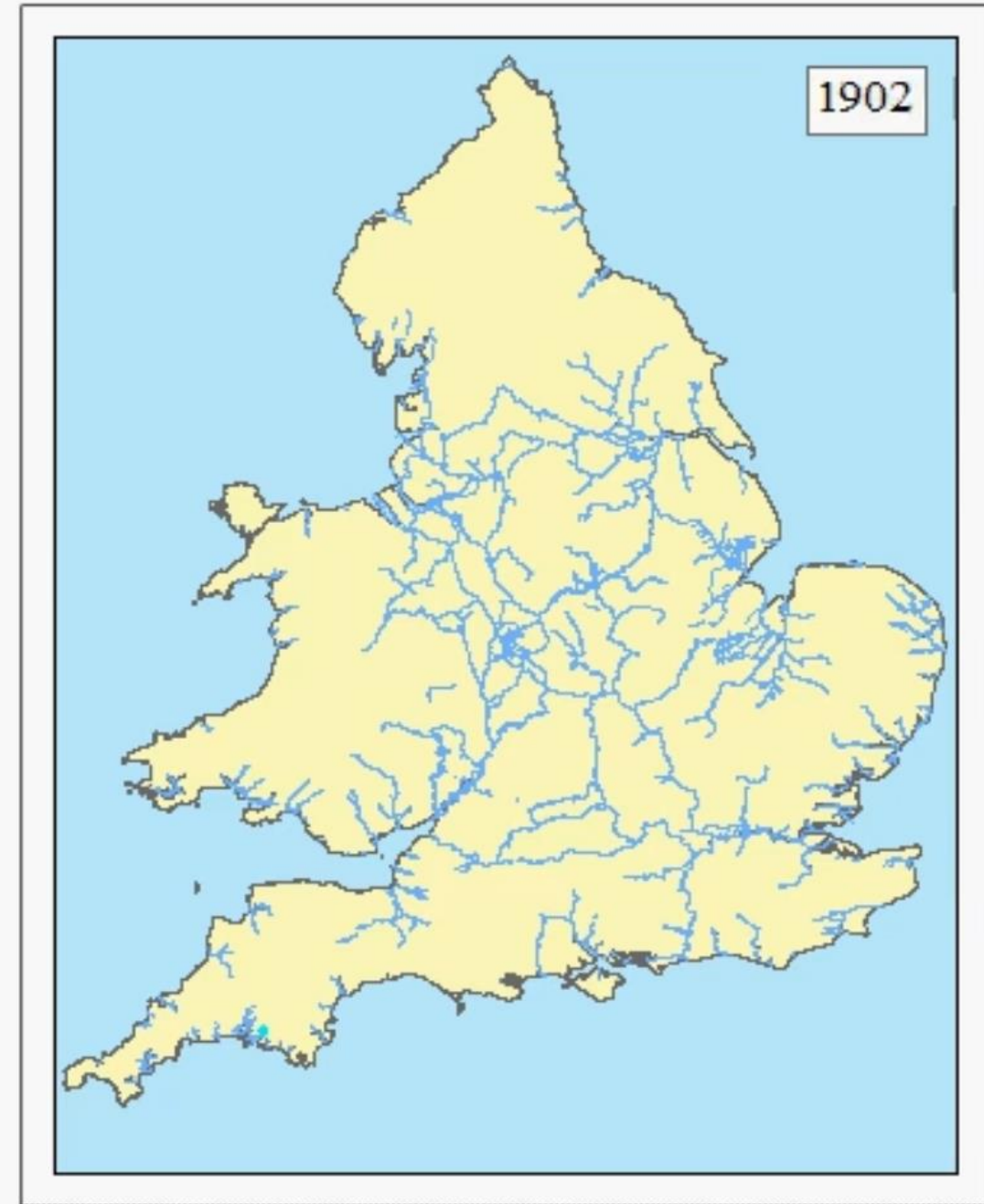


Canal Mania

Evolution of Navigable Waterways from 1600-1911.

The Cambridge Group for the History of Population & Social structure. Scroll down to navigable waterways 1600-1911:
<https://www.campop.geog.cam.ac.uk/research/projects/transport/>

Information on specific canals at:
<https://canalrivertrust.org.uk/enjoy-the-waterways/canal-and-river-network>





Ellesmere Port c 1900

Ellesmere Port c 1970



Beauty on the Doorstep



Over 300 miles of our waterways have achieved Green Flag status

4.3m

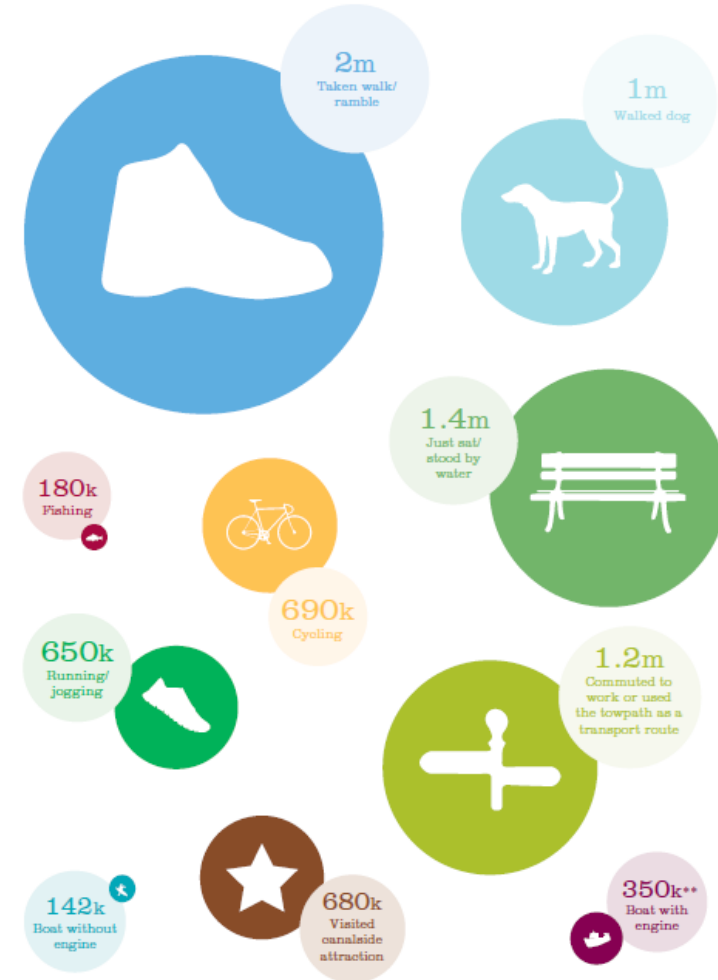
During a typical two-week period 4.3m people visit one of our waterways. Some may only use the waterways once, others may visit most days walking their dog or commuting to work.

Opposite are some of the most common activities and the number of people taking part*

Canal & River Trust waterways



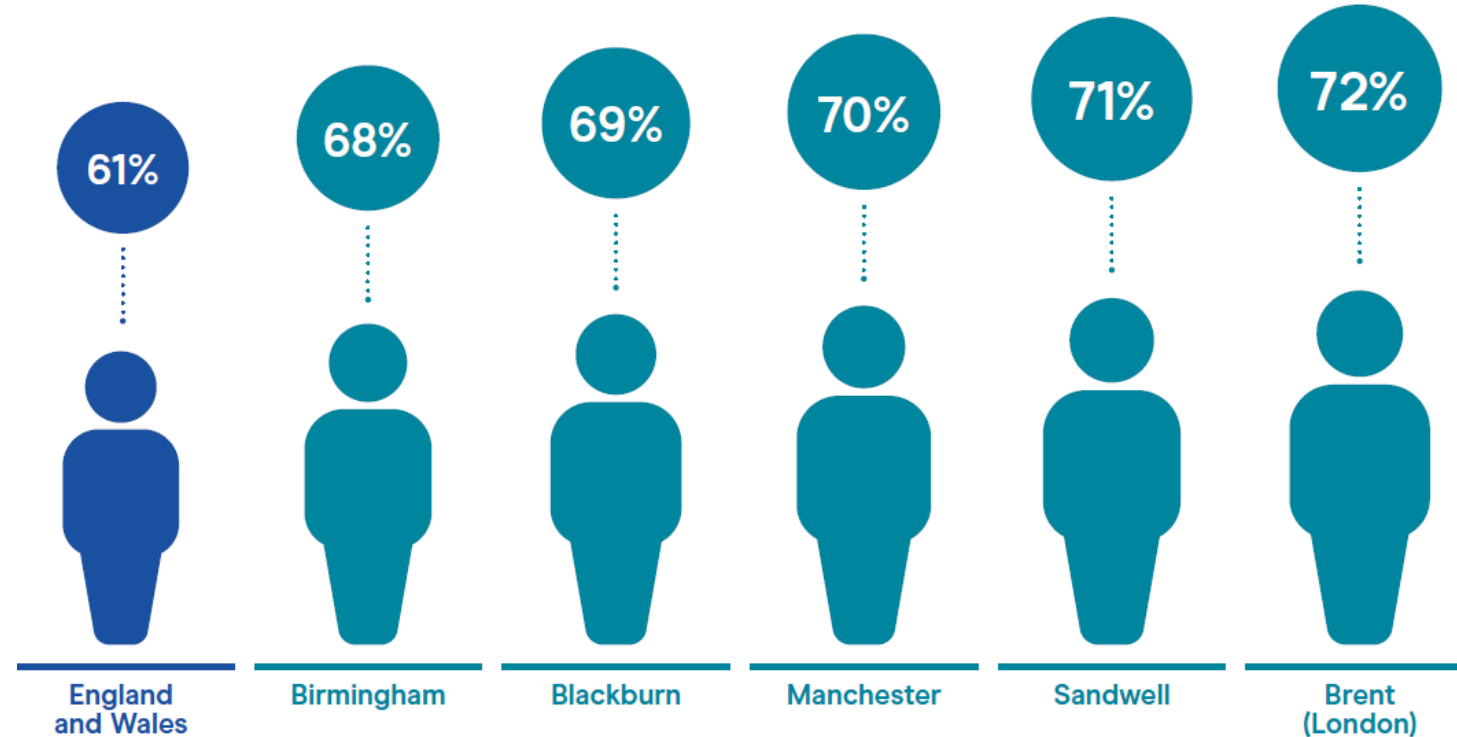
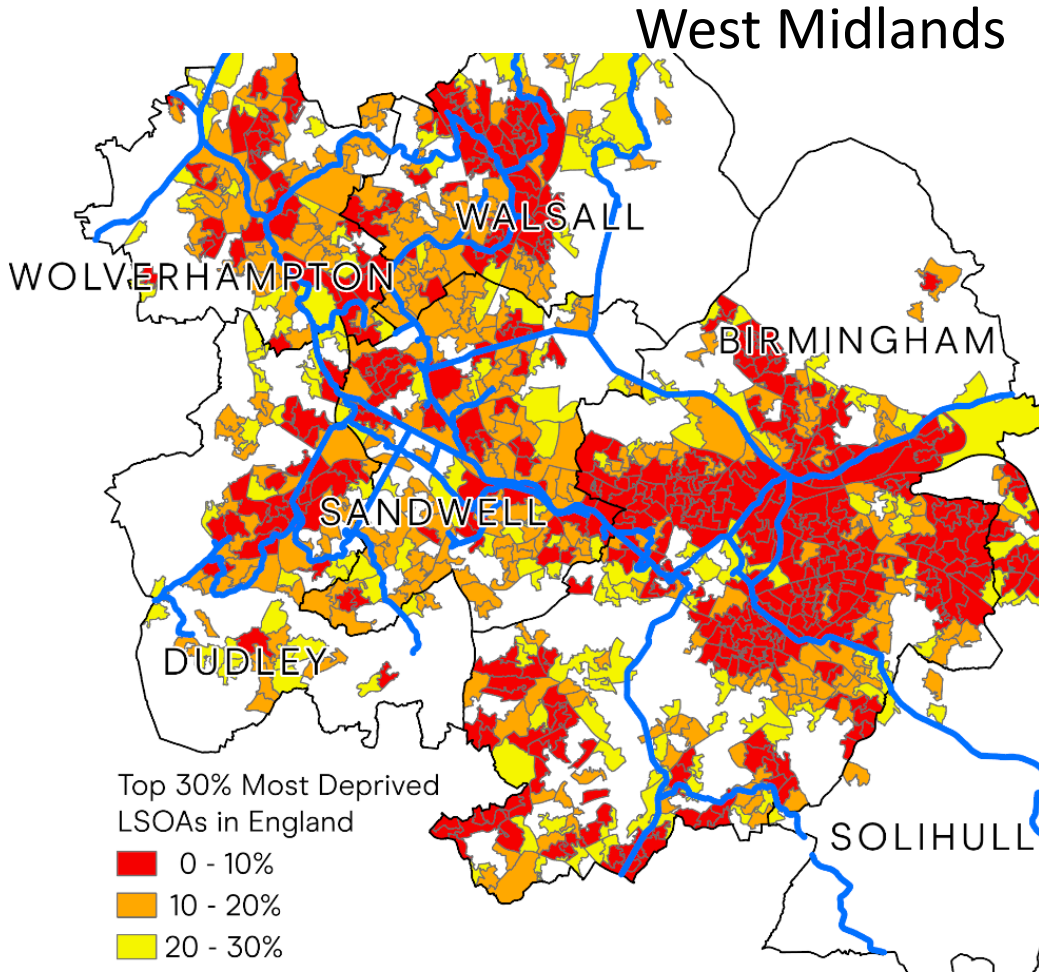
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* An individual is only counted once in the 'total' figure, they may however have done more than one thing during their visit
 ** Includes trip boats, hire boats and family members accompanying a licence holder on a private boat
 Source: Waterway Engagement Monitor 2016/17, conducted on behalf of the Canal & River Trust by BORG Continental. The WEM is a year-round, online survey amongst a representative sample of 11,500 adults (16+) across England and Wales.

‘Levelling Up’

61% of households within 1km of our waterways experience wellbeing inequalities



“Wellbeing On Your Doorstep” - Our Offer

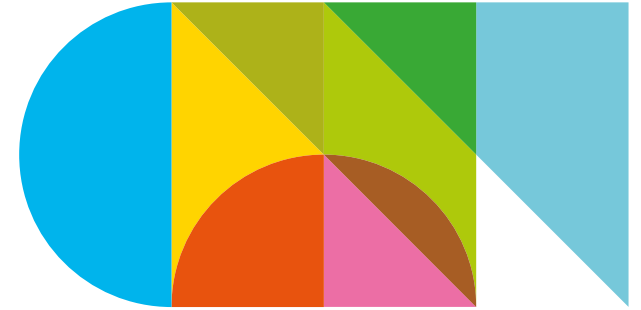
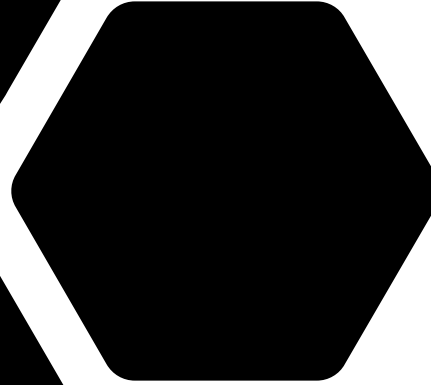
What we can potentially offer local communities is **free of charge** and **open to everyone**



- **Beauty on Your Doorstep** - happiness
- **Natural Health Service on Your Doorstep** – physical and mental health & wellbeing – therapeutic space
- **Safe, healthy and sustainable route on Your Doorstep** - local connectivity (car free, cleaner air, etc)
- **Nature on Your Doorstep**
- **Sense of Belonging, Identity & Place**

Museums & Wellbeing

- <https://www.culturehealthandwellbeing.org.uk/>
- <https://www.liverpoolmuseums.org.uk/house-of-memories>



CULTURE
HEALTH &
WELLBEING
ALLIANCE



English museums prepare to close as country goes into second lockdown
New regulations to last 'until early December

New lockdown leaves museums 'fighting for survival'
Some institutions face mothballing or permanent closure, Art Fund director warns

Covid surge forces museums to close early for Christmas
Natural History Museum and Museum of the Home are among those affected by staff shortage

Museums face 'moment of great vulnerability' as Covid restrictions return
Introduction of new measures spells another challenging winter for the sector

Museums plan cautious approach as Covid restrictions ease

Stakeholders say venues may want to 'retain some measures' to ensure safety

Museums among the worst hit in cultural sector, research finds

The economic contribution of museums, galleries and libraries is 26% lower than it would have been without pandemic

Beauty on the doorstep



Heritage on the doorstep



Heritage on the doorstep




Educational visits



Digital technologies





Window
on the World



Welcome to the National Waterways
Museum at Ellesmere Port.

As you walk around the museum look out for the
Augmented Reality (AR) trigger images.

When you reach a trigger image, tap the AR button,
point your device at it and wait to see who appears!



3D & photogrammetry

 Sketchfab EXPLORE ▾ BUY 3D MODELS ▾ FOR BUSINESS ▾

 Search 3D models



 Ship Canal Matchbox: Canal and River Trust
3D Model



3D & photogrammetry

- <https://www.youtube.com/watch?v=b9KpICCKGc>
- <https://www.liverpool.ac.uk/garstang-museum/museums-nw-photogrammetry-hub/>



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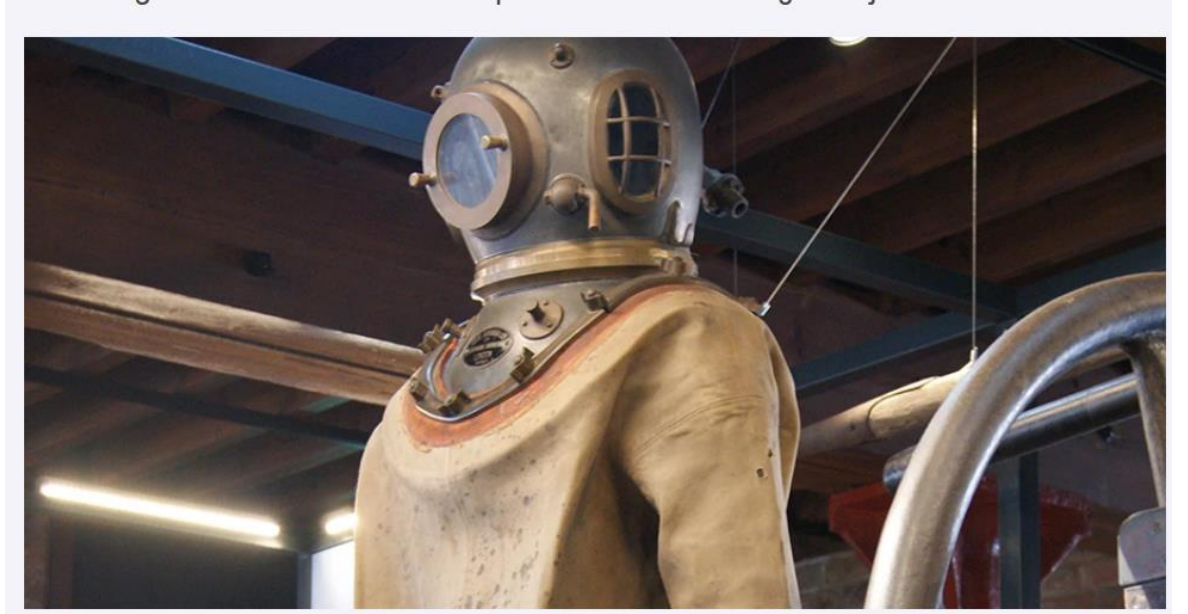
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Scroll for details



Unlocking Hidden Stories

- <https://canalrivertrust.org.uk/enjoy-the-waterways/canal-history/unlocking-hidden-stories>



Conclusions:

- Both our natural & cultural Water heritage can be used in improving the wellbeing of communities & users
- Think about how you might engage audiences *away* from the museum
- Use all the tools available to you to achieve this.
- Make it **relevant** to your audiences



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Any Questions?

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