Water, heritage, and wellbeing

Engaging audiences away from the museum

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• 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.

> 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
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

Gloucester

Ellesmere Port
Canal Mania

Evolution of Navigable Waterways from 1600-1911.


Information on specific canals at: https://canalrivertrust.org.uk/enjoy-the-waterways/canal-and-river-network
Ellesmere Port c 1970
Beauty on the Doorstep

Over 300 miles of our waterways have achieved Green Flag status
During a typical two-week period 4.3m people visit one of our waterways, hence 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:

- 2m Taken walks or walks
- 1m Walked dog
- 1.4m Aired out in the water
- 690k Cycling
- 650k Motorboating or fishing
- 180k Rowing
- 1.2m Commutated to work or used the waterways as a transport route
- 350k Fished with engine
- 680k Visited caravan or tent
- 149k Rowed without engine

* An individual may register one or more in the year. Signs may also be done more than once during their visit.
61% of households within 1km of our waterways experience wellbeing inequalities

‘Levelling Up’

West Midlands

Top 30% Most Deprived LSOAs in England

- 0 - 10%
- 10 - 20%
- 20 - 30%

England and Wales
Birmingham
Blackburn
Manchester
Sandwell
Brent (London)
“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
English museums prepare to close as country goes into second lockdown
New regulations to last ‘until early December

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 plan cautious approach as Covid restrictions ease
Stakeholders say venues may want to ‘retain some measures’ to ensure safety

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

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

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

79% of respondents agreed that canals help to make the cities, towns & countryside along them better places to live.

Globally renowned heritage, third largest heritage estate, with open access.

- 2,707 Listed Buildings
- 304 Conservation Areas
- 46 Scheduled Ancient Monuments
- 7 Historic Parks and Gardens
- 6 Historic Battlefields
- 4 World Heritage Sites

Amenity Value

83% of those who live within 1km agree that their local waterway is important to their local area.

Focus for Regeneration & Investment

Award winning schemes
Heritage on the doorstep
Educational visits
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

Ship Canal Matchbox: Canal and River Trust
3D & photogrammetry

- https://www.youtube.com/watch?v=_b9KpICCKGc

- https://www.liverpool.ac.uk/garstang-museum/museums-nw-photogrammetry-hub/
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
Any Questions?

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