



Università  
Ca' Foscari  
Venezia



## Water, heritage, and wellbeing

### Engaging audiences away from the museum

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**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.

- 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.

Full info on:  
[hscif.org/beyond-museums](https://hscif.org/beyond-museums)



# 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



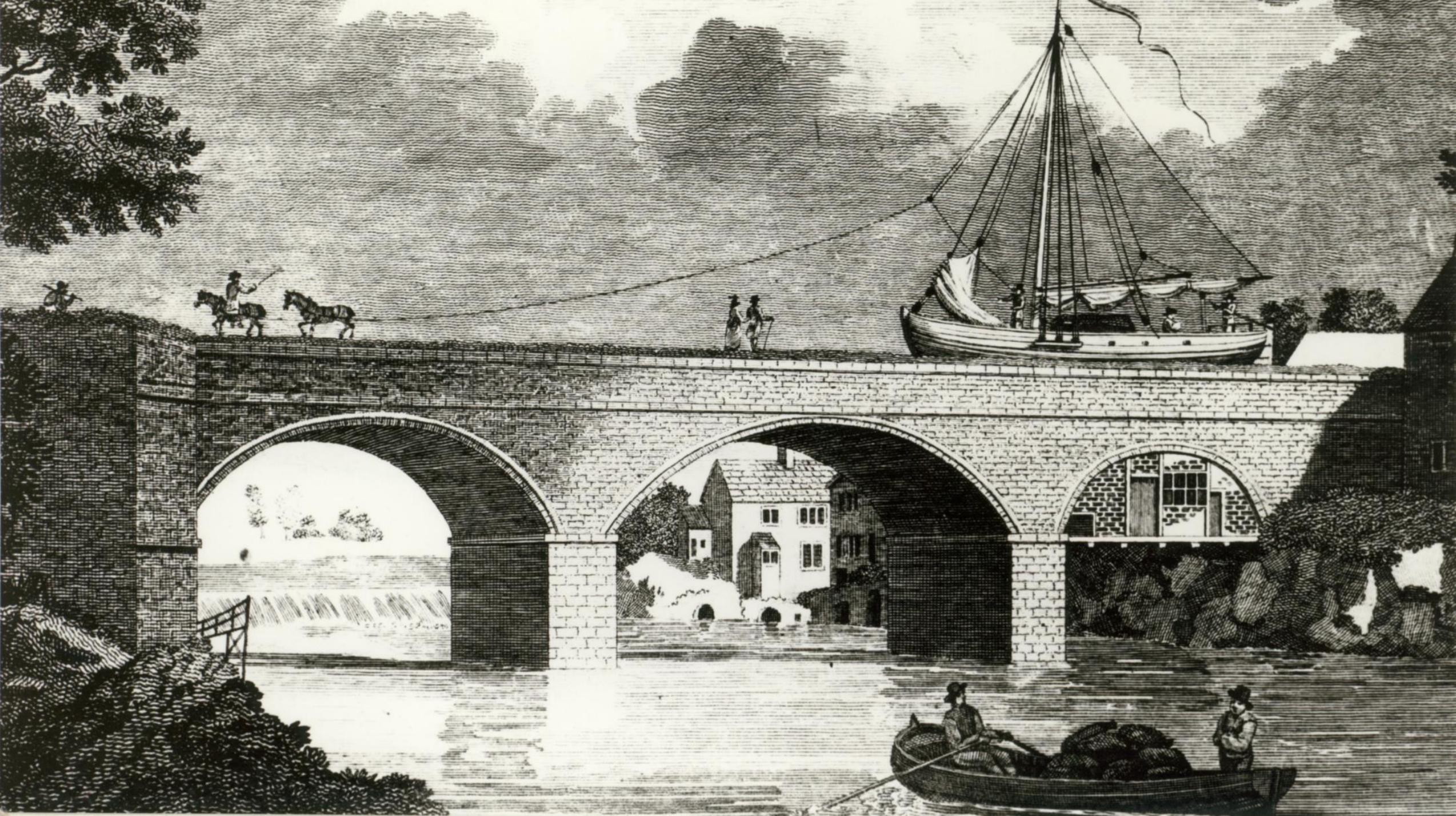
Ellesmere Port

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

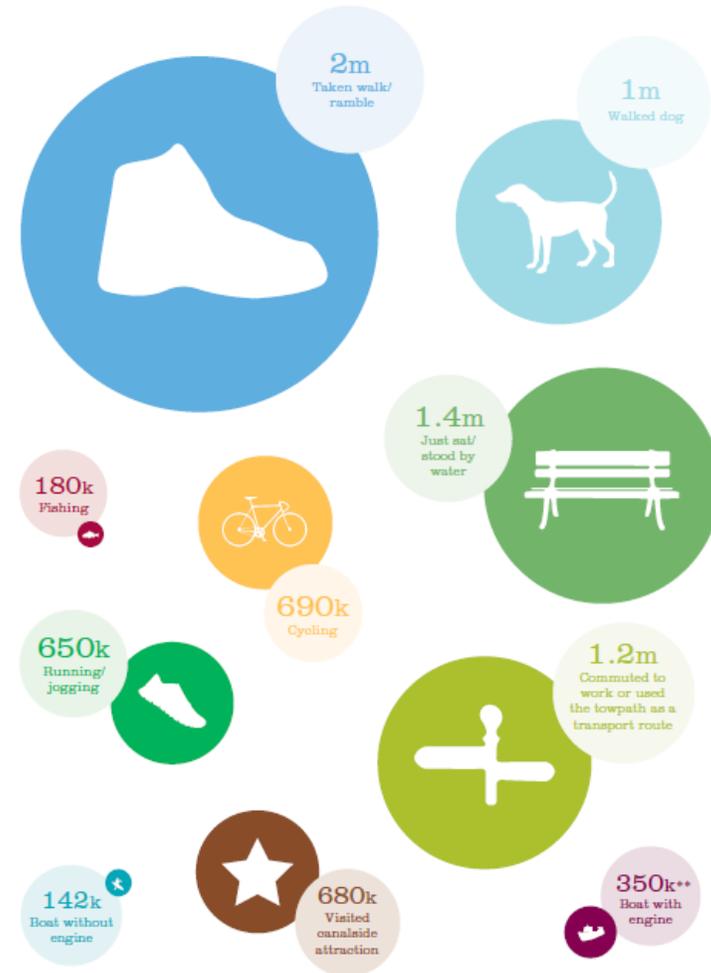
During a typical two-week period 4.3m people visit one of our waterways. Some may only use the waterways once, others may visit most days walking their dog or commuting to work.

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

Canal & River Trust waterways



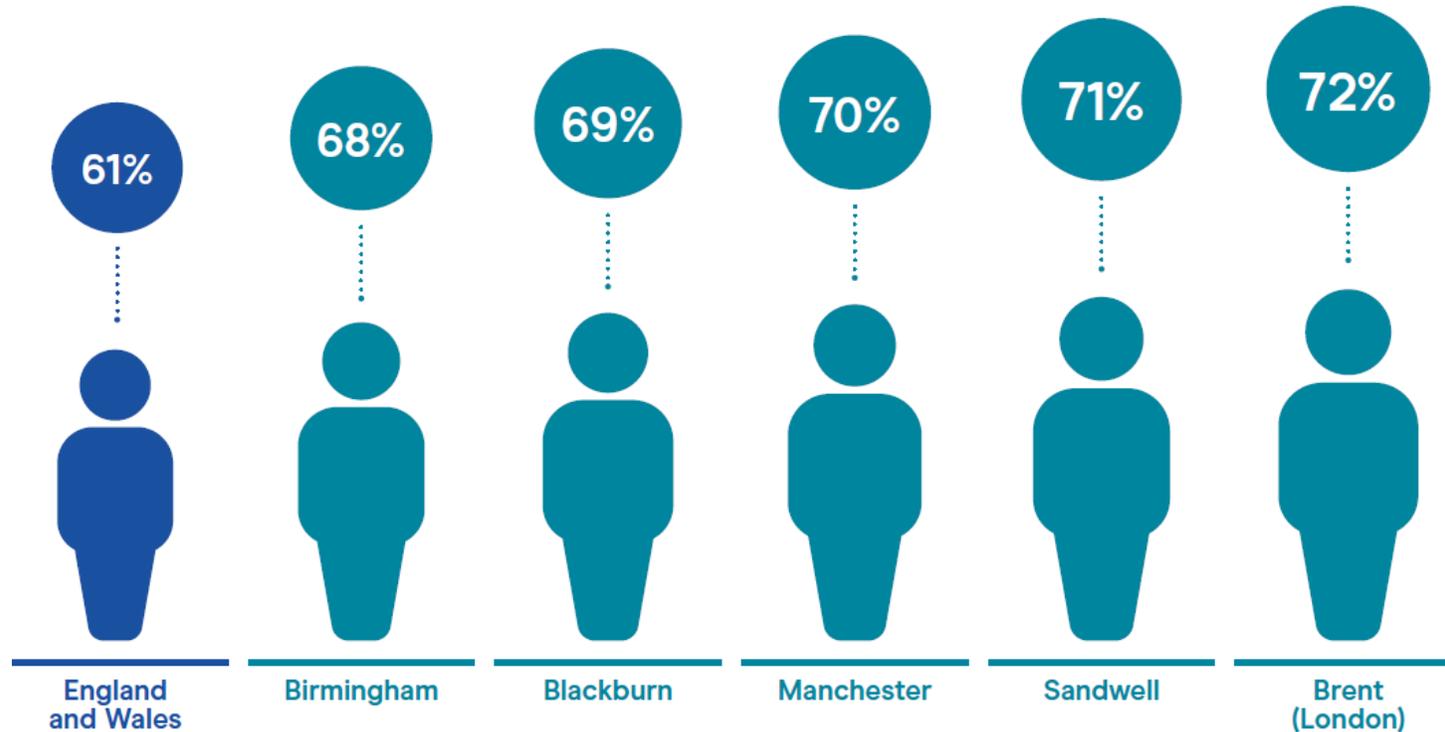
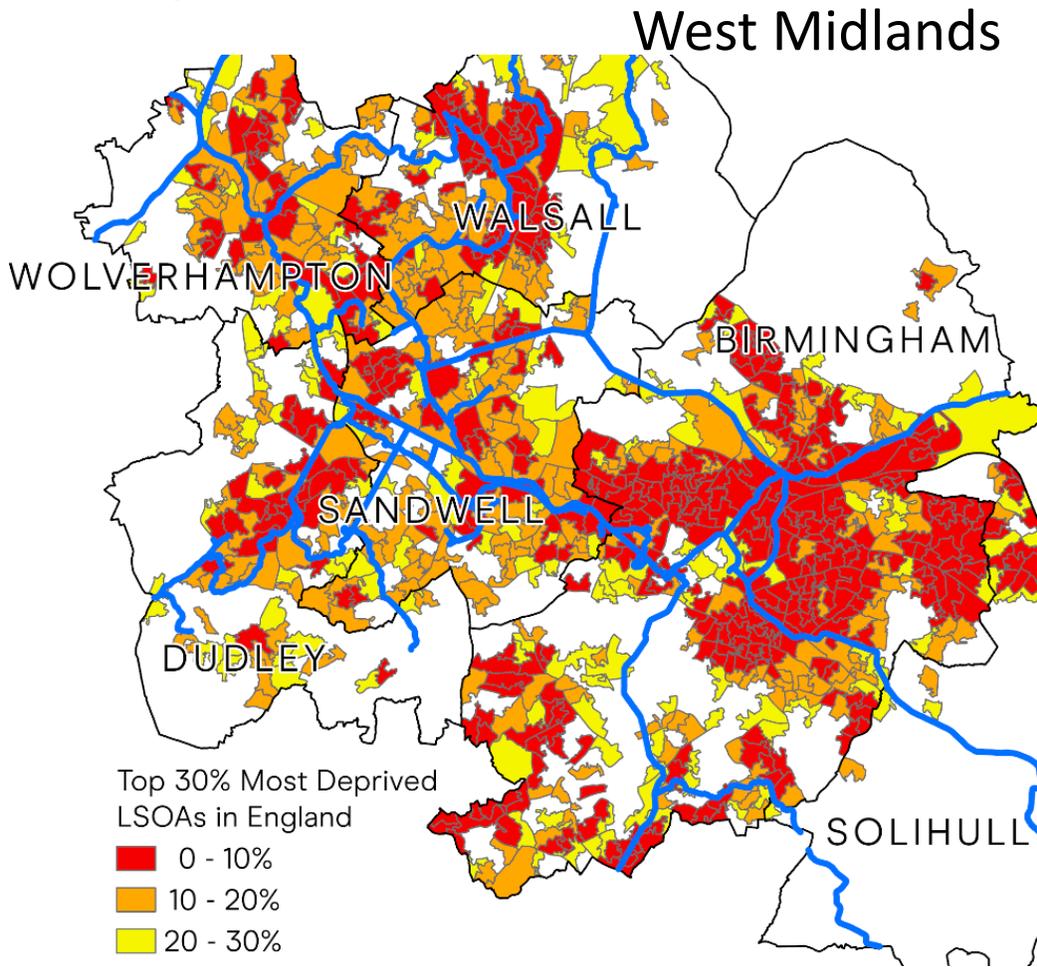
© Crown copyright and database rights, 2017, Ordnance Survey 100019843. Landmark 100022432. © Nat! Perspectives, 2017.



\* 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 friends/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 SDRC Continental. The WEM is a year-round, online survey amongst a representative sample of 11,500 adults (15+) across England and Wales.

# 'Levelling Up'

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



## “Wellbeing On Your Doorstep” - Our Offer

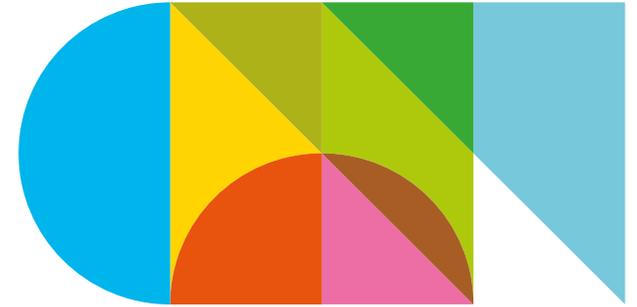
What we can potentially offer local communities is **free of charge** and **open to everyone**



- **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

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

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

# COVID-19

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

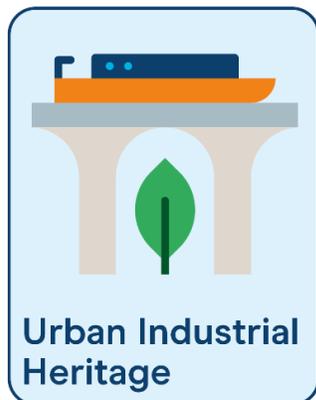
Museums among the worst hit in cultural sector, research finds

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

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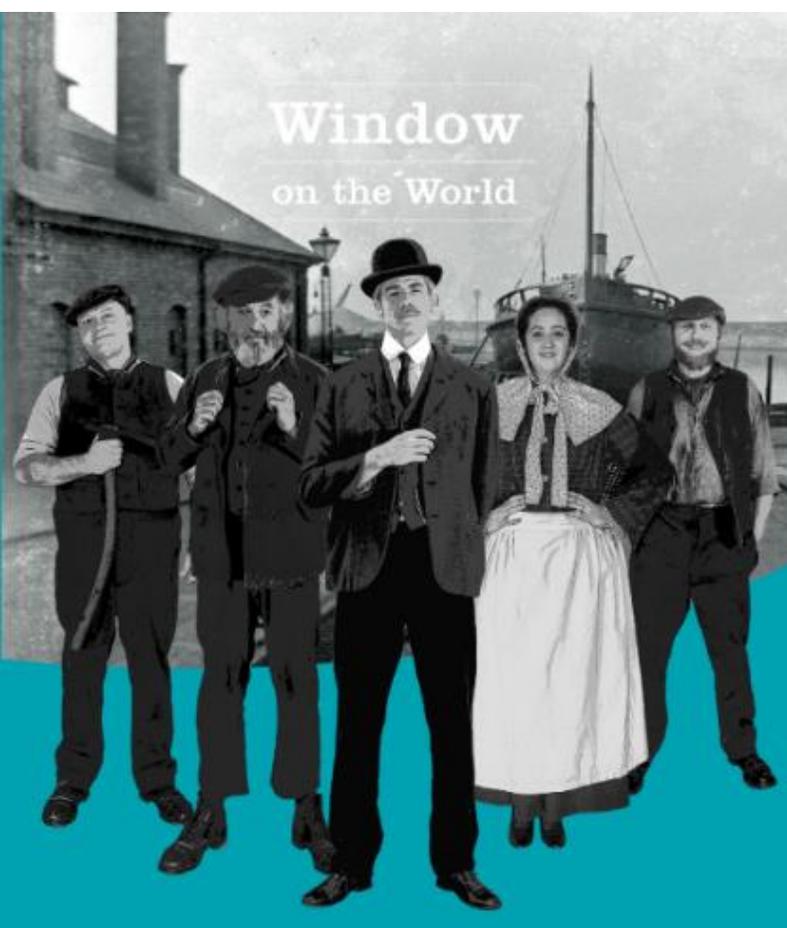
# Educational visits

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# 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/>



# Unlocking Hidden Stories

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



# Conclusions:

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- 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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