



Canal &
River Trust
Making life better by water

WATERWAYS & WELLBEING

Wellbeing on the Doorstep – Making Life Better by Water

Heather Clarke

Strategy, Engagement & Impact Director

21st June 2019





- Introduction to the Trust & Wellbeing
- *WHY* we measure
- *WHAT* we measure
- *HOW* we measure
- Findings & Insights *Learnt so far*



Canal & River Trust

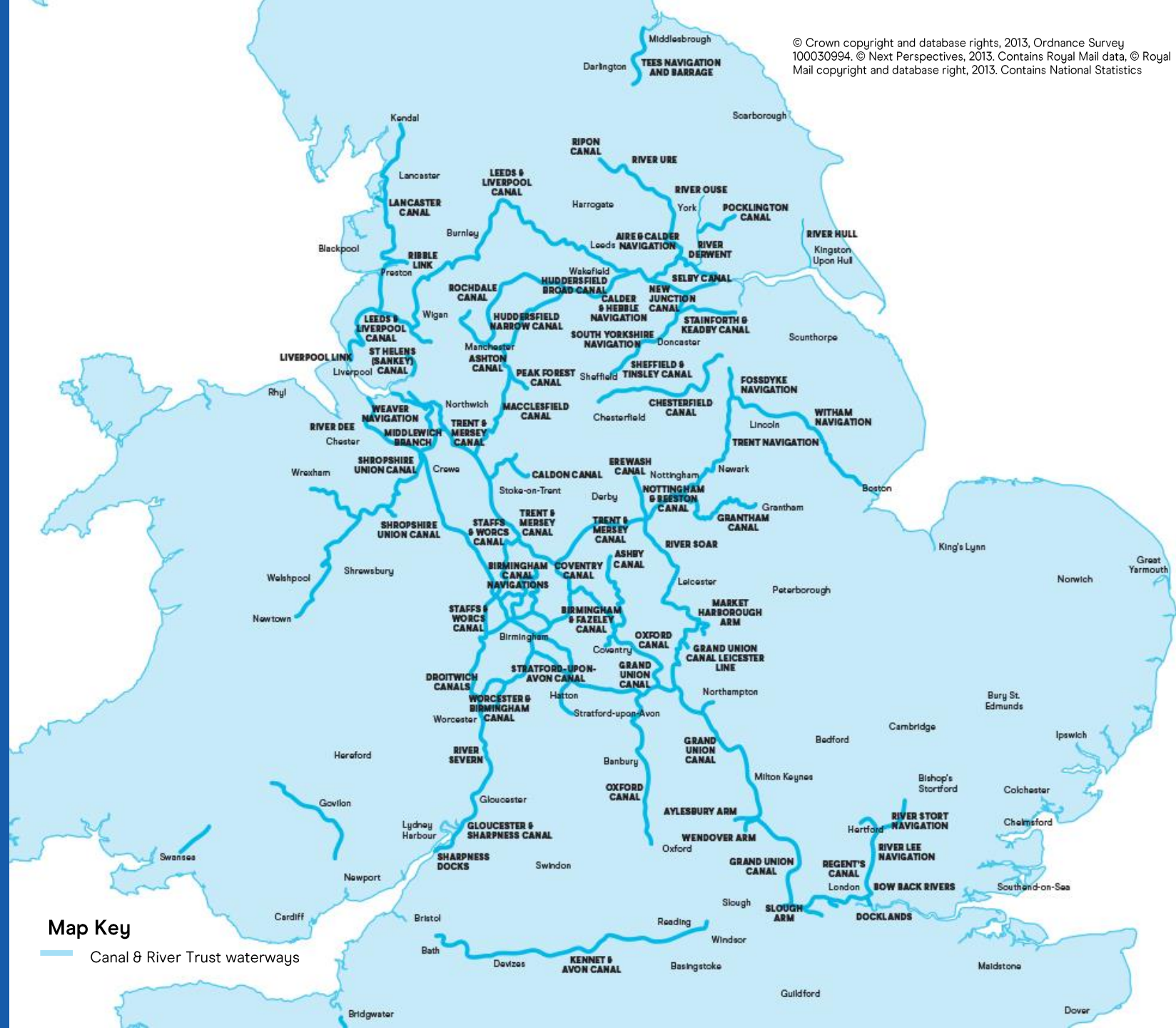
Making life better by water

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

4.3 million regular users & 15-20 million unique visitors pa



Our Purpose

Waterways and Wellbeing Trust

OUR VISION

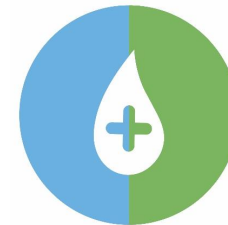
Living waterways transform places and enrich lives

CARING FOR THE WATERWAYS & SECURING THEIR FUTURE

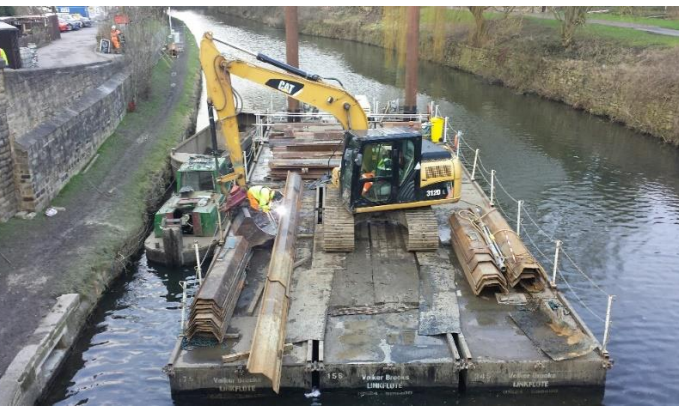
IMPROVING THE WELLBEING OF THE NATION



MEASURABLE OUTCOMES - DEVELOPING BROADER ENGAGEMENT & SUPPORT



Caring for the *Waterways*



Means lots more of this.....



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 Ownership –
Volunteering & Adoptions**



**Community
Rehabilitation**



**Broadening Opportunities
& Inclusivity**

Community Safety



Learning & Enhancing Skills



Education



Skills & Lifelong Learning



Prosperous & Connected Places

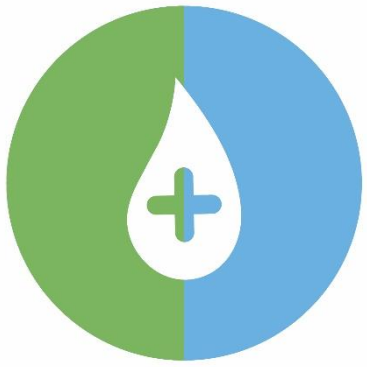


Economic Growth

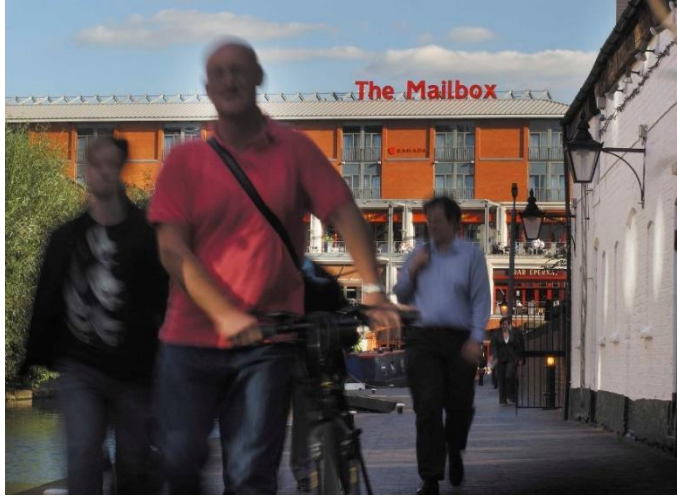


Regeneration & Development





Green & Blue Futures



Sustainable Transport



Renewable Energy & Water Resourcing





Cultural & Environmental Assets



Culture & Heritage



Biodiversity & Environmental stewardship

“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**

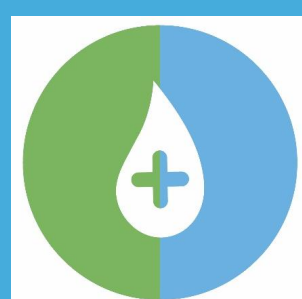


Canal &
River Trust
Making life better by water

WATERWAYS & WELLBEING

WHY & WHAT we measure

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





Canal &
River Trust

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**

WHAT we measure - **BREADTH**

Waterways
Cross-cutting wellbeing

**Social
wellbeing**

**Economic
wellbeing**

**Environmental
wellbeing**

**Cultural
wellbeing**

Progress

Prosperity

Resilience

Belonging

Breadth not Depth



Canal &
River Trust

WHAT we measure - SOURCE

Outcomes Generation

Multi-functional
nature

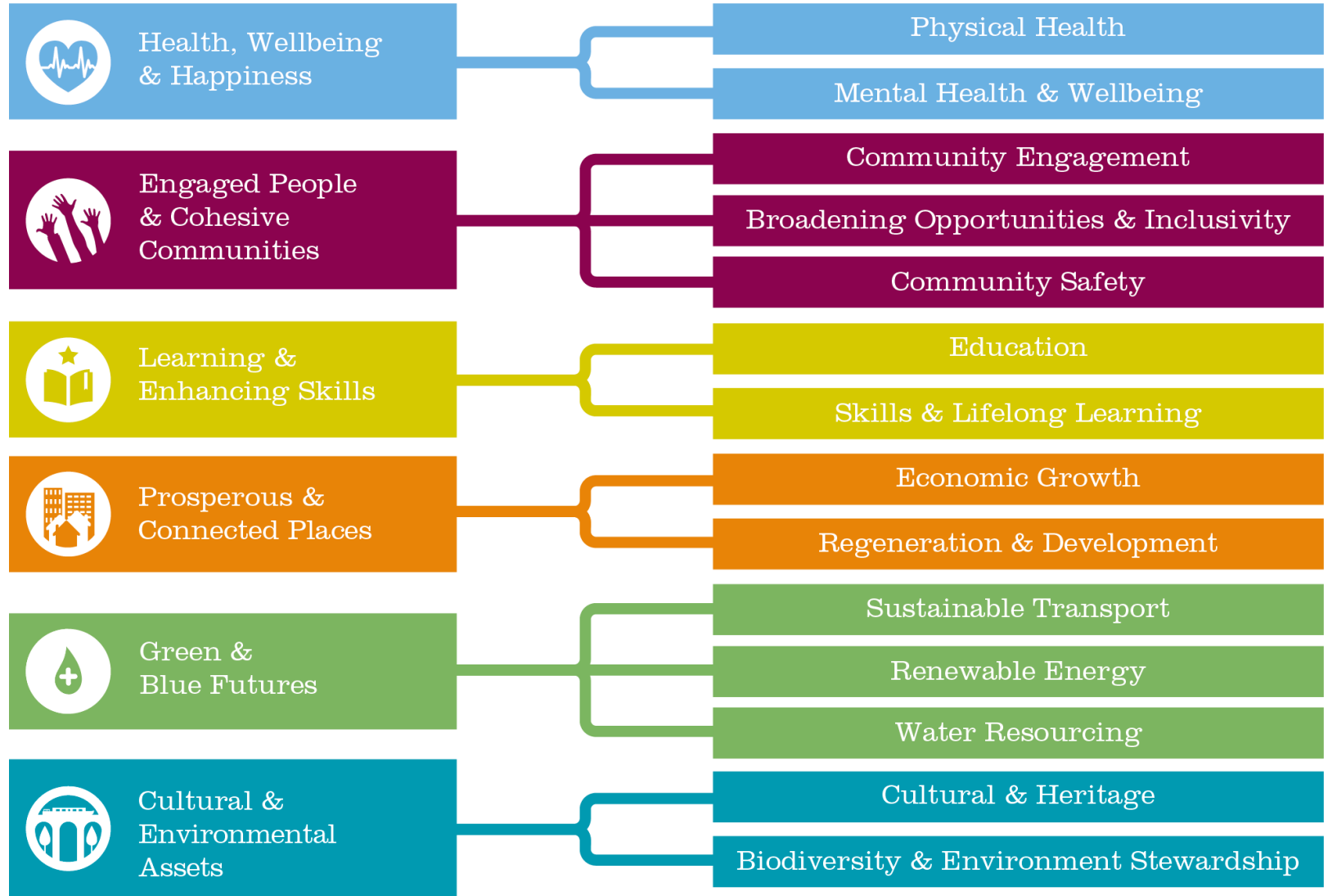
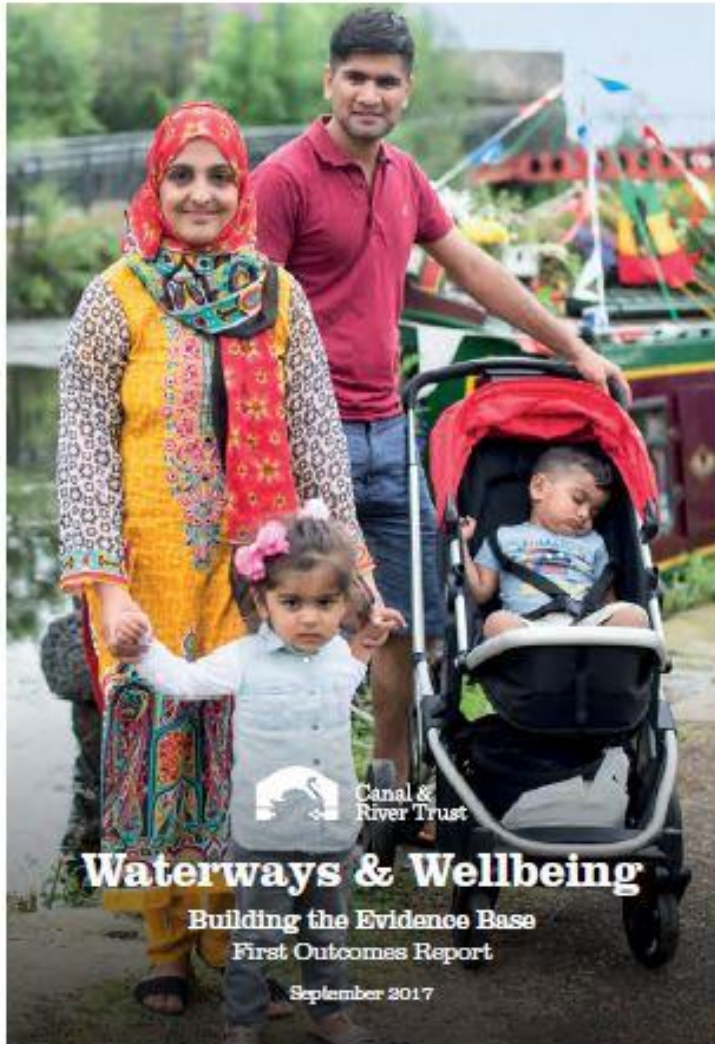
Added value
of Trust

Platform for
others

Partnerships

Outcomes Measurement

WHAT we measure - OMF





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

WATERWAYS & WELLBEING

HOW we measure

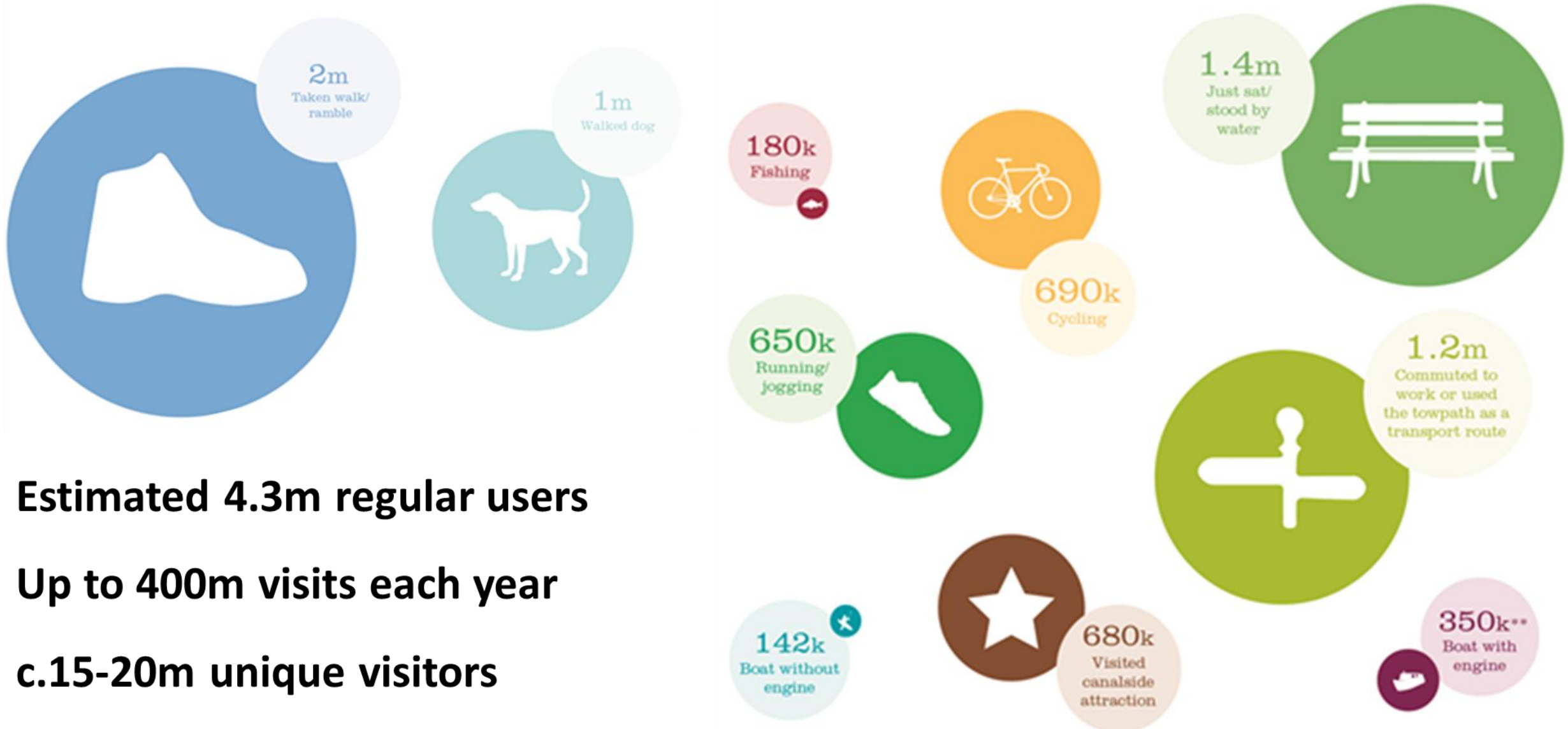
- Baseline & Governance
- Measurement tools & data sources
- Filling the knowledge gaps





Canal &
River Trust

HOW we measure - BASELINE

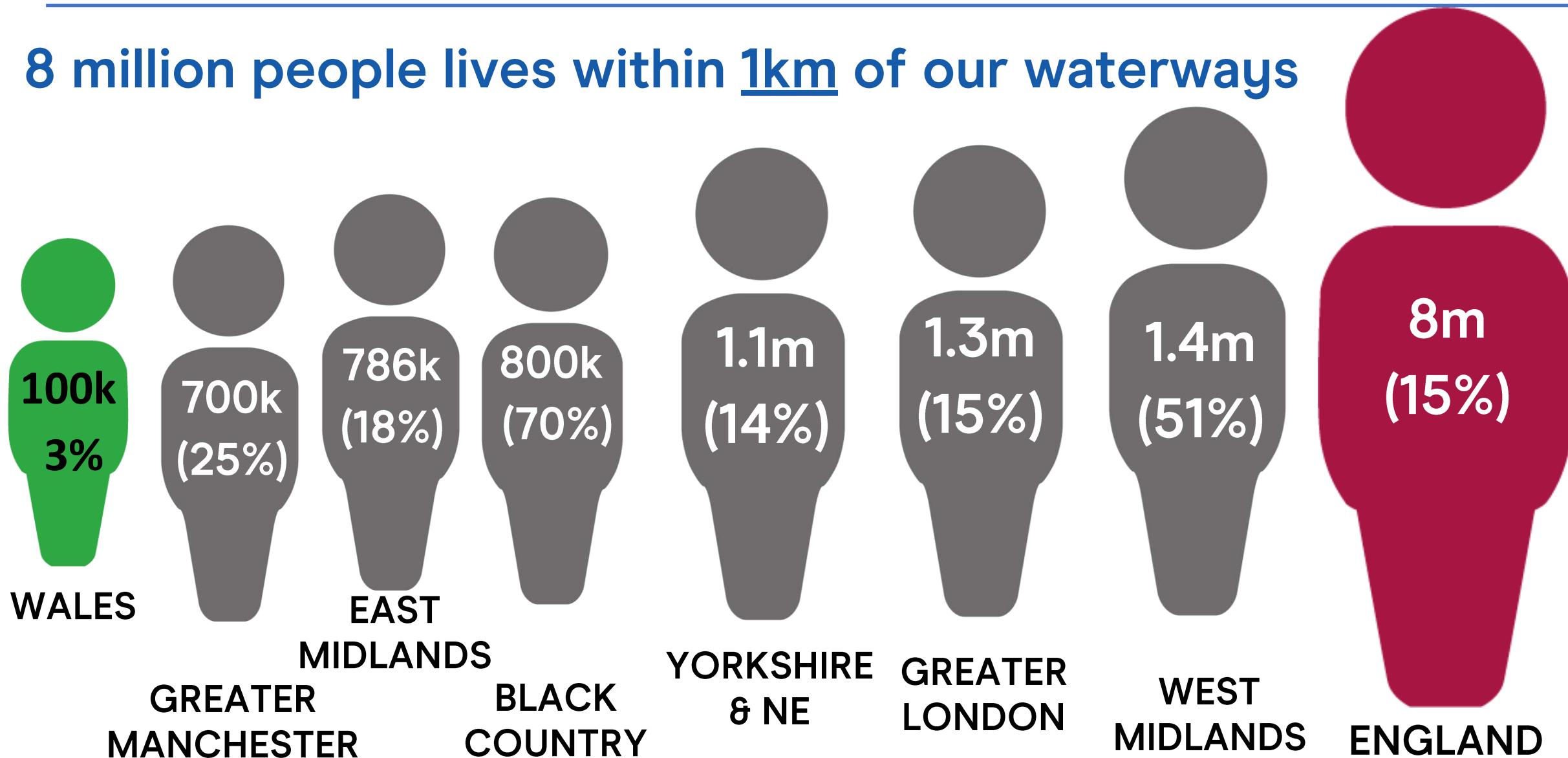




Canal &
River Trust

HOW we measure - BASELINE

8 million people lives within 1km of our waterways

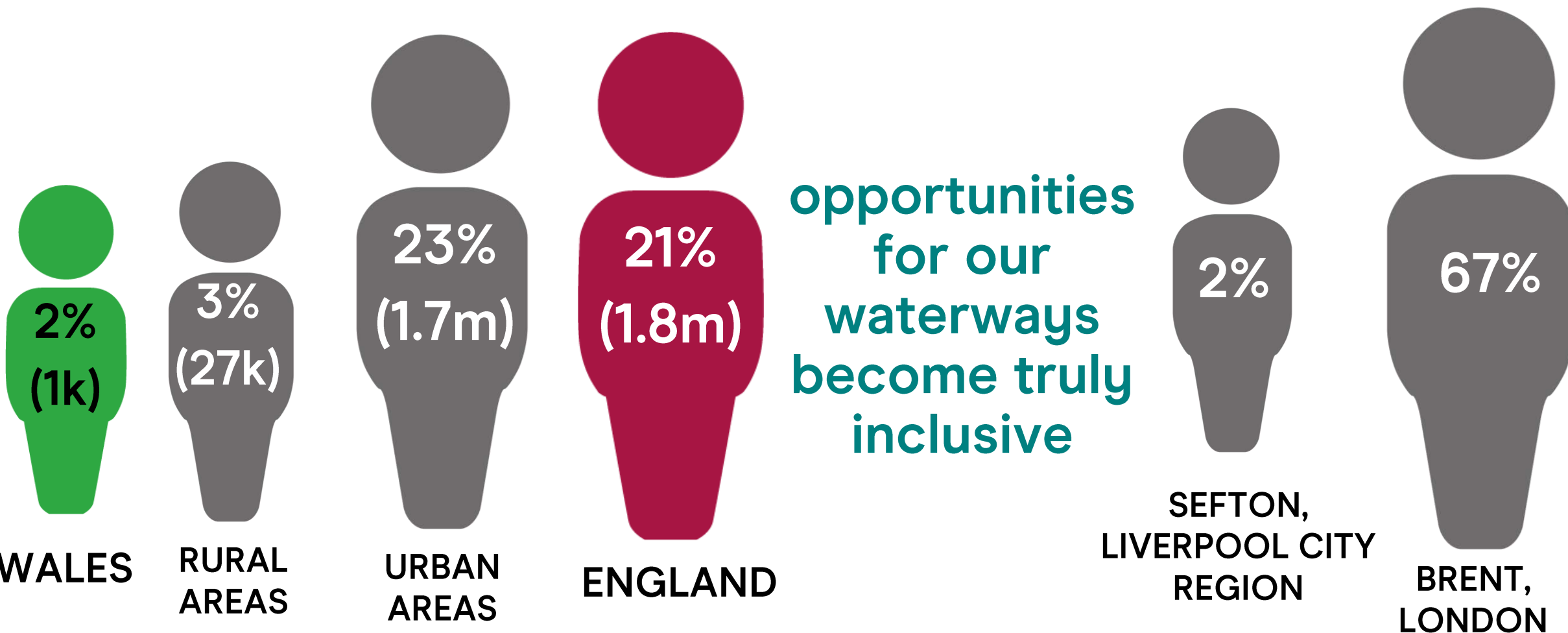




Canal &
River Trust

HOW we measure - BASELINE

19% within 1km from BAME background, versus 14% nationally

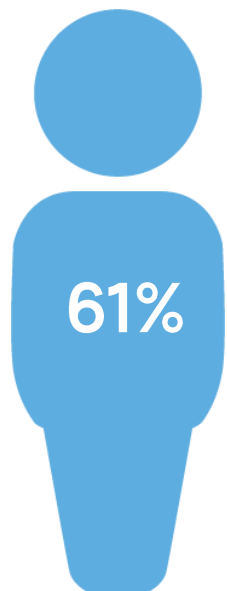




Canal &
River Trust

HOW we measure - BASELINE

61% of households within 1km of our waterways are **deprived**, above national & LA average



61%

opportunities for
our waterways
to help tackle
wellbeing
inequalities



68%



69%



70%



71%



72%

ENGLAND
&
WALES

BIRMINGHAM

BLACKBURN

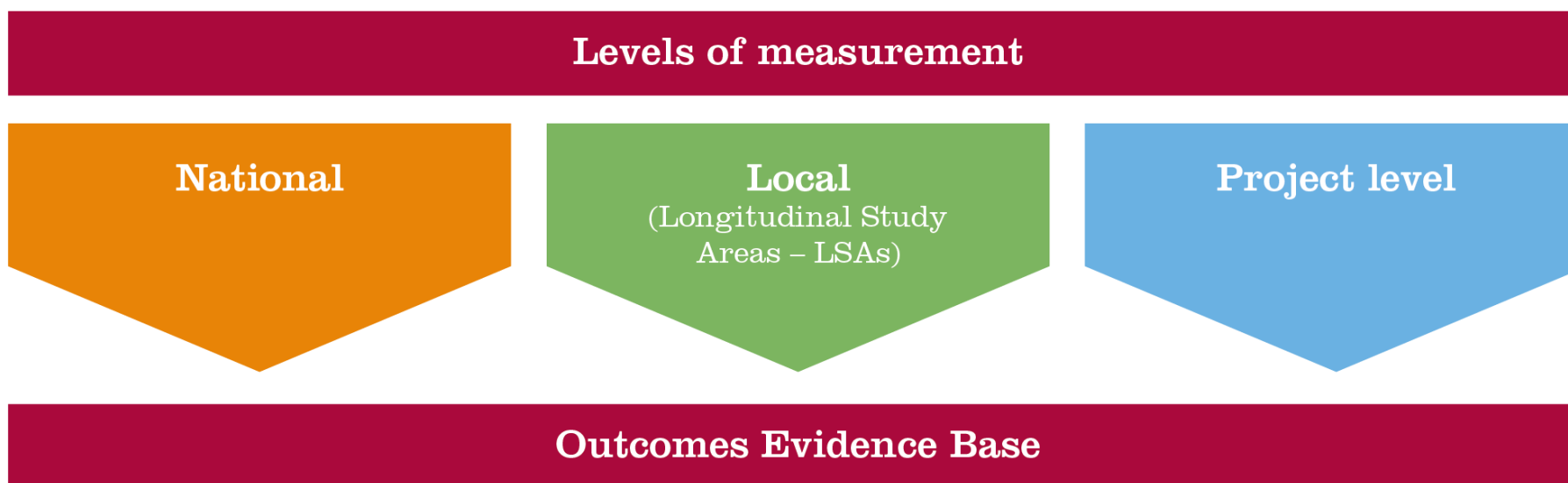
MANCHESTER

SANDWELL

BRENT
(LONDON)



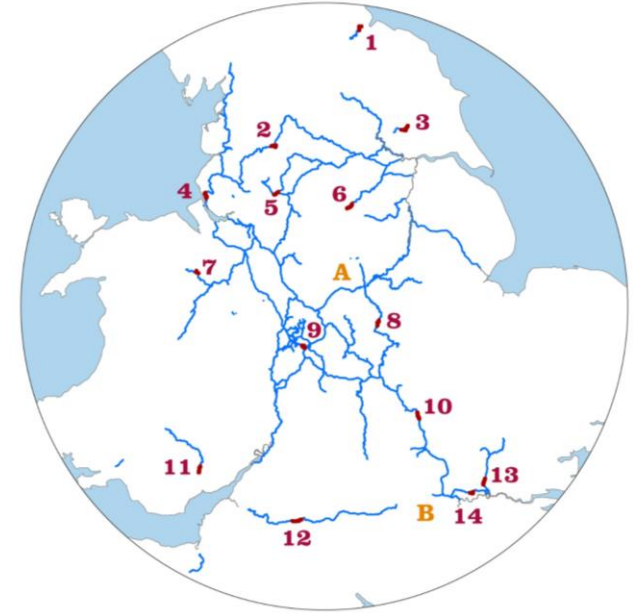
- **GOVERNANCE** - External Reference Group to provide rigour & policy insight



- Not affordable or realistic to measure everywhere & everything

HOW we measure – LSAs & Outcomes Focus

- 14 Longitudinal Study Areas & 2 Counterfactual Areas – Local Community Surveys; towpath intercept surveys; towpath sensors
- 9 areas with potential reach & impact – PPL Community Roots Programmes

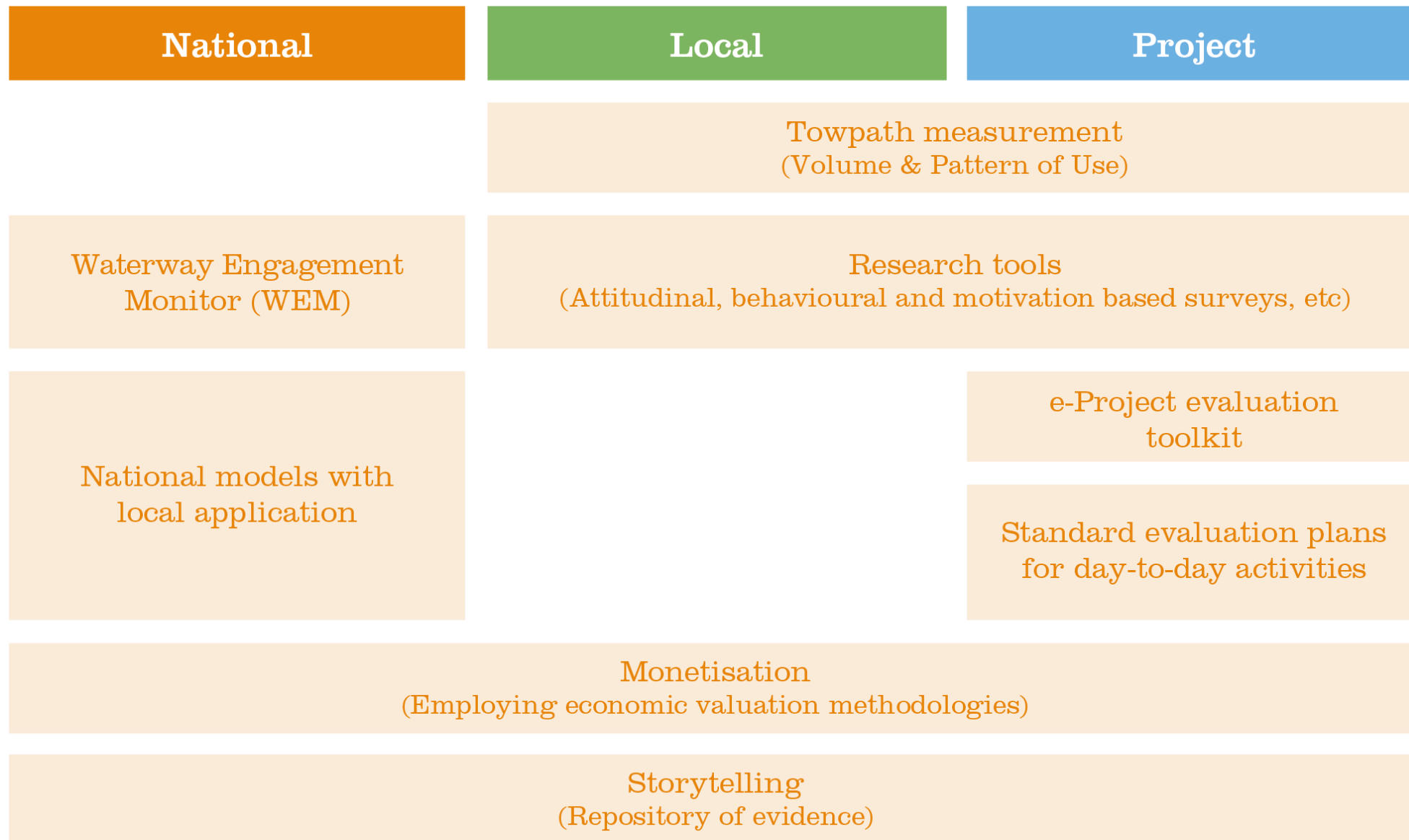


Integrated Communities
Action Plan
February 2019





HOW we measure – TOOLS



HOW we measure - WEM



- Online monthly national survey – Customer / user satisfaction; community participation; brand, support & advocacy
- Adaptation of existing tool
- Four ONS measures of subjective wellbeing
- Demographics
- Self-reporting & perception indicators linked to four domains



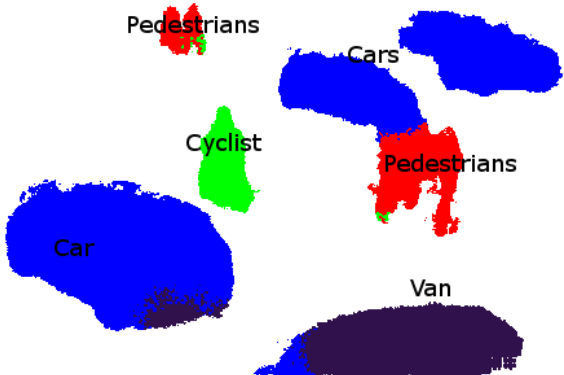


Canal &
River Trust

HOW we measure – TP SENSORS



- Supporting multiple of outcome indicators
- Measurement of volume & type of towpath use -
Video Analytics for Usage Monitoring

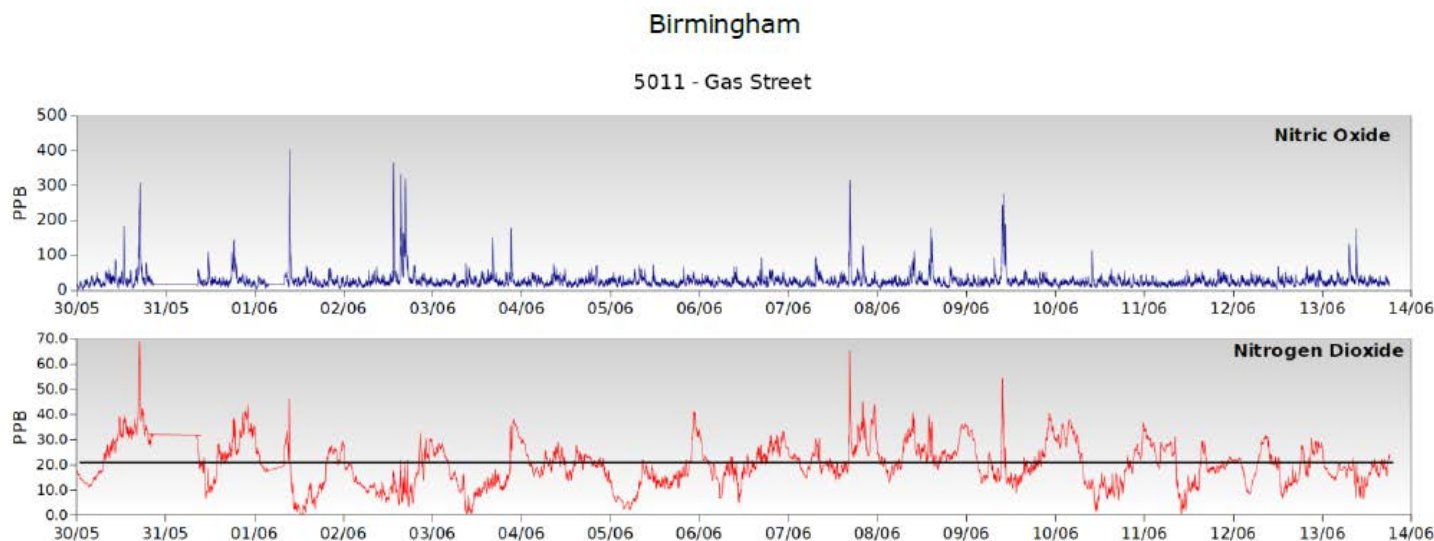




Canal &
River Trust

HOW we measure – AQ SENSORS

- 12 air quality sensors installed on towpaths in 6 major cities: Birmingham, Leicester Liverpool, London, Manchester & Sheffield
- Monitoring CO, NOx, temperature, noise and humidity
- 6 sensors being installed in roadside locations to allow for direct comparison of pollutant levels on towpaths and roads





Families of Project & Activity Types

Participatory Activities



Physical Improvements



Driving Visits & Towpath Use



- Suite of qualitative and quantitative tools – Designed & tested
- Standard Evaluation Plans for Day to Day Activities e.g. Volunteering



Canal &
River Trust

HOW we measure – STORYTELLING

“No numbers without stories, no stories without numbers”



SUPERSLOWWAY

HOME PROJECTS BLOG NEWS ABOUT



Canal &
River Trust

Desmond Family Canoe Trail



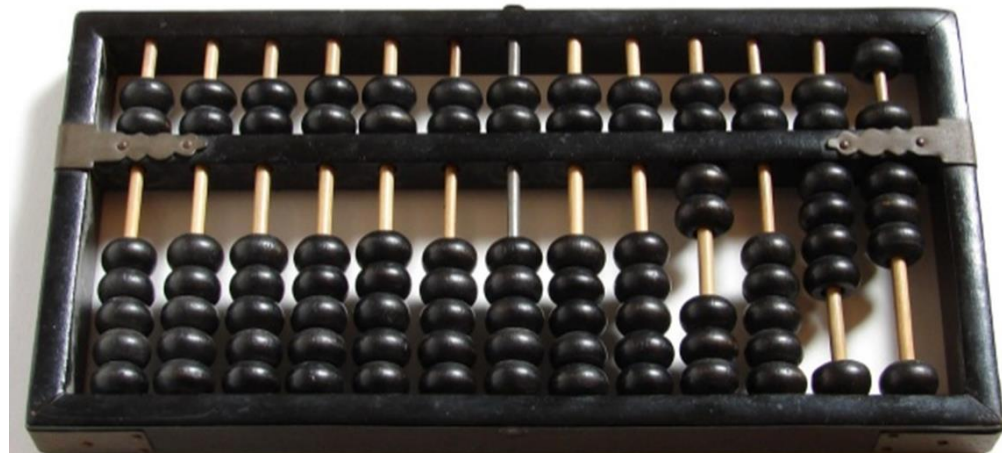


THE GREEN BOOK

CENTRAL GOVERNMENT
GUIDANCE ON APPRAISAL
AND EVALUATION

2018

- **Monetising the benefits** - Employing economic valuation methodologies, with preference given to techniques that are included in HM Treasury's Green Book. E.g. WHO Health Economic Assessment Tool (HEAT)
- **Ratio – leverage** (Government Grant leverages £ in fiscal value, economic value & social value)





Canal &
River Trust

HOW we measure – FILLING KNOWLEDGE GAPS

- Understanding motivations & barriers to community use



- Volunteers & Motivations



jump × SIMETRICA

- Mental health benefits of waterways



CENTRE *for*
SUSTAINABLE
HEALTHCARE
inspire • empower • transform



Canal &
River Trust
Making life better by water

WATERWAYS & WELLBEING

Findings & Insights – so far

- Challenges & Barriers
- Motivations
- Subjective Wellbeing (Personal)





Canal &
River Trust

Findings & Insights – OUR CHALLENGE

Engaging non-users living within 1km of waterway in metropolitan & urban areas

WATERWAY USERS

Value Waterways MOST
Positively

**GENERAL PUBLIC AT
NATIONAL LEVEL**

ROSE TINTED view of
waterways

**NON-USERS LIVING WITHIN
1KM OF AN URBAN WATERWAY**

Value Waterways LEAST
Positively

Two barriers cut across all demographics

- Lack of feeling safe & secure
- Not a pleasant, appealing environment





Canal &
River Trust

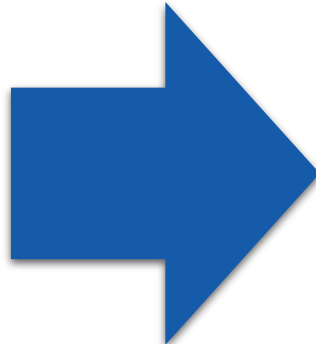
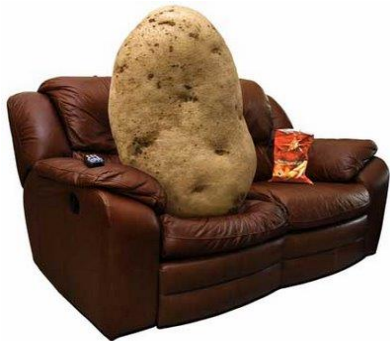
Findings & Insights - **MOTIVATIONS**

67% are Everyday &
Weekly Users

3.5m people use waterways
for physical activity

20% only take physical
exercise because the
waterway is there

37% use towpaths to get
somewhere else



- **20+mn people** are physically inactive which costs the NHS around £1.2bn p.a
- **Motivations** - wellbeing is the strongest motivator for visiting waterways
- **Local Connectivity** - using it as a route





Study on individual personal benefit (Wellbeing valuation work)

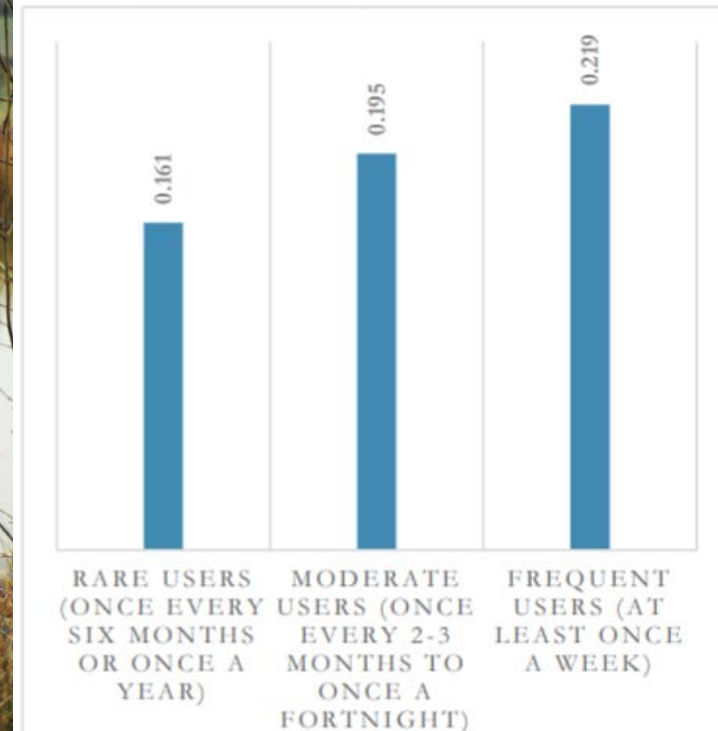
- £3.8bn wellbeing value generated p.a.
- The benefits associated with waterways usage increase with the length of the visit
- Spending 1+ hour at a waterway is strongly associated with *happiness in the moment*

SIMETRICA

Assessing the wellbeing impacts of
waterways usage in England and
Wales

May 14, 2018

The Shephards Building,
Rockley Road, W14 0DA
0203 883 9249
information@simetrica.co.uk
simetrica.co.uk



THANK YOU FOR LISTENING

Making Life Better By Water

