

a better place for all

River Welland and River Glen Waterway Plan



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The Environment Agency. Out there, making your environment a better place.

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Introduction

We are the navigation authority responsible for the River Welland and River Glen. We have produced this Waterway Plan to address our responsibilities for recreation and as the navigation authority for this river.



Introduction



Our vision is that through our philosophy *Your Rivers for Life*, we will maintain, improve and develop our river navigation so that we offer all of our users safe facilities comparable with the best in Europe. We will do this in a sustainable manner.

We will ensure that our river navigations are managed in a way that maintains an equitable balance between the various uses, and recognises the full range of benefits the river can deliver for boaters and other recreation activities such as walking and fishing, and for the wildlife that depends on the natural riverine environment.



This plan is linked to the Quality of Life theme as set out in our *Corporate Strategy 2006 – 2011*. By taking this theme into account we will help local authorities and others to improve local environments, particularly in disadvantaged areas. We will also play our part to encourage more people from more diverse backgrounds to enjoy and care about their water environment, for example providing opportunities for them to enjoy our rivers. These goals can only be achieved through action-orientated partnerships.

We are a member of the Association of Inland Navigation Authorities and we endorse its strategy for waterways, *Steering a Fresh Course*. Government has also set out its requirements from navigation authorities in the policy document *Waterways for Tomorrow* (Department for the Environment, Transport and the Regions, July 2000). Together these documents set a clear framework for which we are required to:

- Increase the economic and social benefits offered by waterways, maximising regeneration.
- Encourage people to make use of the inland waterways for leisure and recreation, tourism and sport.

- Protect historic buildings and areas.
- Maintain and enhance biodiversity and landscape value.
- Encourage freight and passenger transport by boat.

How we will achieve this is set out in our waterway strategy *Your Rivers for Life – a strategy for the development of navigable rivers 2004-2007* and our *Corporate Strategy 2006-2011*. The River Welland and River Glen Waterway Plan translates these documents into significant action for the river.

We have developed this plan with advice from key groups who have an interest in the river. We are very grateful for this support and are well aware that achieving many of the plan's aims will only be possible through the actions of our partners. We hope they will adopt the River Welland and River Glen Waterway Plan and will modify their own plans and policy documents to reflect it. In particular, we wish our partners to recognise the role the waterways play in delivering regeneration to our rural economies.



Context

The river

The River Glen navigation begins at Tongue End, near Bourne and travels through the fens landscape, passing through several villages before it meets the Tidal Welland at Surfleet Seas End.

The River Welland navigation starts just below Stamford and continues to Fosdyke Bridge, a distance of 56 km/35 miles. The upper stretches of the River Welland, from Uffington to Deeping St. James are shallow and fast flowing, with some deep pools making it only suitable for canoeing. Following the 1947 floods, the lower reaches of the River Welland were widened for flood defence purposes and this part of the river is suitable for larger boats. The river then passes through Spalding where it becomes tidal at Fulney Lock.

The River Welland and River Glen Waterway Plan is written primarily to meet the needs of boat users; however, the needs of the diverse local population and the use they make of this river are also an integral part of this plan.

Map number 1 provides an overview of the River Welland and River Glen Navigation.

Sustainability

The Waterway Plan aims to be a model for sustainable development of the river. Sustainable development is all about ensuring a better quality of life for everyone, now and for future generations to come. By 'quality of life' we mean 'everyone will have the opportunity to enjoy a high quality environment that is clean, green and healthy, for now and for future generations. More people will care for, use, appreciate and enjoy their environment'.



Open space and access

Recognising the value of open space and access is vital to the success of the plan. There is also increasing recognition of the contribution that open space can make to people's health and well-being. Government's planning guidance defines green space as "all open space of public value, including not just land, but also areas of water such as rivers, canals, lakes and reservoirs which offer important opportunities for sport and recreation and can also act as a visual amenity."

Leisure and tourism activities have implications for the environment, economy and social fabric of the River Welland and River Glen corridor. This is especially apparent within the settlements along the River Welland and River Glen, such as Stamford, Market Deeping, Crowland, Spalding and Surfleet. The tourism and leisure resource supports a wide range of activities

and facilities, including powered and non-powered boating for sport and recreation (as well as commercial purposes, including the Spalding Water Taxi), walking, observing wildlife, cycling and angling. However, these varied uses put pressure on the river and its surroundings. We need to plan and manage the use of this unique resource in sustainable ways so that future generations can enjoy it.

The River Welland and River Glen can play a part in meeting many aspirations that form part of Sport England's vision to drive up participation in active recreation by at least 1% year on year. The river also provides a natural resource to increase participation and to encourage informal active recreation. By working in partnership we will be able to support other organisations to meet their own targets.

Context



“Properly targeted, improvements to our waterways can make a contribution to improving the quality of life for those living in our more deprived communities along our waterways”

Environmental inequality

We know that people from deprived neighbourhoods are more likely to suffer poor health, worse air quality, more environmental crime and degraded public spaces.

Tackling issues of environmental inequality and social exclusion is complex and requires action by many different parties. However, properly targeted, improvements to our waterways can make a contribution to improving the quality of life for those living in our more deprived communities along our waterways.

The social benefits that can be gained from waterway regeneration are concisely summarised in the Association of Inland Navigation Authorities (AINA) publication *The Inland Waterways: Towards Greater Social Inclusion*. Undertaking actions outlined in this plan will contribute towards realising ours and AINA’s vision to reducing inequality in deprived communities.

Biodiversity

The River Welland and River Glen have been heavily modified to aid agricultural drainage and to prevent flooding. Although both rivers and their immediate corridor still include a diverse range of habitats many of the more valuable sites including meadows, wetlands and reed beds that once contained rare and protected species have been reduced in size or lost completely as the rivers have become disconnected from the floodplain. Though modified, the upper sections of the River Welland do still retain some of the natural

features most important for wildlife such as riverside trees and old backwaters. In many places there are shallow gravel riffles, important spawning areas for trout and grayling where you will often spot grey wagtails bobbing among the bank side stones.

In the lower river, the richest areas are often the shallow margins where plants like reeds and rushes are established, which provide habitats for invertebrates, fish and birds. These plants would once have been common across the wetlands that bordered the river before it was altered. The river is a vital corridor for wildlife, linking the remaining fragmented habitats. There are many sites of wildlife interest to visit along the river.

The interests of biodiversity and opportunities to enhance habitat for wildlife will form an integral part of our projects as we move forwards to carry out this plan.

Global warming

Global warming is likely to have an increasing effect upon climate. The severity will depend on the amount of greenhouse gases released into the atmosphere from now on, and how the climate system response. However, we are likely to experience:

- more frequent and dangerous extreme weather events
- heavier winter rainfall
- warmer summers

Warmer, drier and sunnier summers could benefit domestic summer tourism. But they could also result in low river flows hampering recreation and damaging wetlands and aquatic habitats. A reduction in dilution of effluents could cause poor water quality and increases the likelihood of harmful algal blooms. Heavier rainfall would increase the risk of flooding and make dangerous strong stream conditions more frequent.



Implementing the plan

Maintain

The revenue and capital programmes are focussed on maintaining and improving existing navigation assets. There is one tidal lock, two 48-hour moorings and two slipway facilities, along with other assets on the River Welland and River Glen navigations. Maintaining these assets to a safe and easily usable standard will remain a priority for investment in navigation during the life of this plan (2006/07 to 2010/11).

The precise level of investment in maintaining the existing infrastructure will, in part, be dependent on the prioritisation of available funding. Our assets are classified as being in either a 'good', 'fair' or 'poor' condition. Our immediate goal is to target our investment to improve the condition of all assets that are currently classified as being in a 'poor' condition to 'fair' or 'good'. The current range of asset condition on the River Welland and River Glen navigations is – 'good' (71%), 'fair' (14%) and 'poor' (14%).

We will adopt a risk based approach to achieve this target and by a structured programme of investment based on asset condition, level of use, cost of repair and smart methods of procurement, we will ensure optimal value for money is achieved.

Improve

It is recognised that in some aspects, the River Welland and River Glen navigations do not reach the standard expected of a 21st Century navigation in terms of facility provision (moorings, pump-out points, etc.). To address these deficiencies we have adopted the Waterway Standards of the Association of Inland Navigation Authorities (AINA), and have bench marked our current provision against the AINA standards to identify the gaps.



Our aspiration is to meet the AINA standards during the life of this plan. However, at the present time this aspiration is not fully funded and we will seek to work with partners to bridge the current funding shortfall. Key partners are likely to be local authorities that are adjacent to the river and riverside businesses with an interest in enhancing their business opportunities.

Map numbers 02 to 05 provide a reach-by-reach indication of the investment proposals for the whole navigation.

Develop

A key element in the Government strategy *Waterways for Tomorrow* is the contribution the development of the waterway network can make to urban and rural regeneration. In encouraging a modern, integrated and sustainable approach to their use, we wish to maximise the opportunities the waterways offer for leisure and recreation; as a catalyst for rural regeneration; for education; and for freight transport.

“We wish to maximise the opportunities the waterways offer for leisure and recreation; as a catalyst for rural regeneration; for education; and for freight transport”

Implementing the plan

These development initiatives include proposals to increase access to, and use of, our waterways. This will include initiatives to address our aims in relation to social inclusion and healthy outdoor recreation.

All the development initiatives are classified as non-statutory improvements and these aims will be achieved in partnership with others. There is a small budget available to these initiatives, but current funding is insufficient to deliver all of our goals. Future partnership work will therefore be focussed on developing projects and associated funding, designed to provide the multiple aims of different funding partners.

The River Welland and River Glen catchment affords many opportunities for regeneration and improved public access to our waterways. These opportunities fall broadly into one of two categories, either major regeneration projects such as the Fens Waterway Link, or smaller scale enhancement or extension to existing recreational use of our waterways.

The Fens Waterways Link (FWL) is an ambitious, Environment Agency led, region wide project that will link the Rivers Witham, Welland and Glen, Nene and Great Ouse. A pre-feasibility study and implementation plan have been completed, which indicate that the project is both technically feasible, economically viable and offers opportunities for significant environmental benefit.

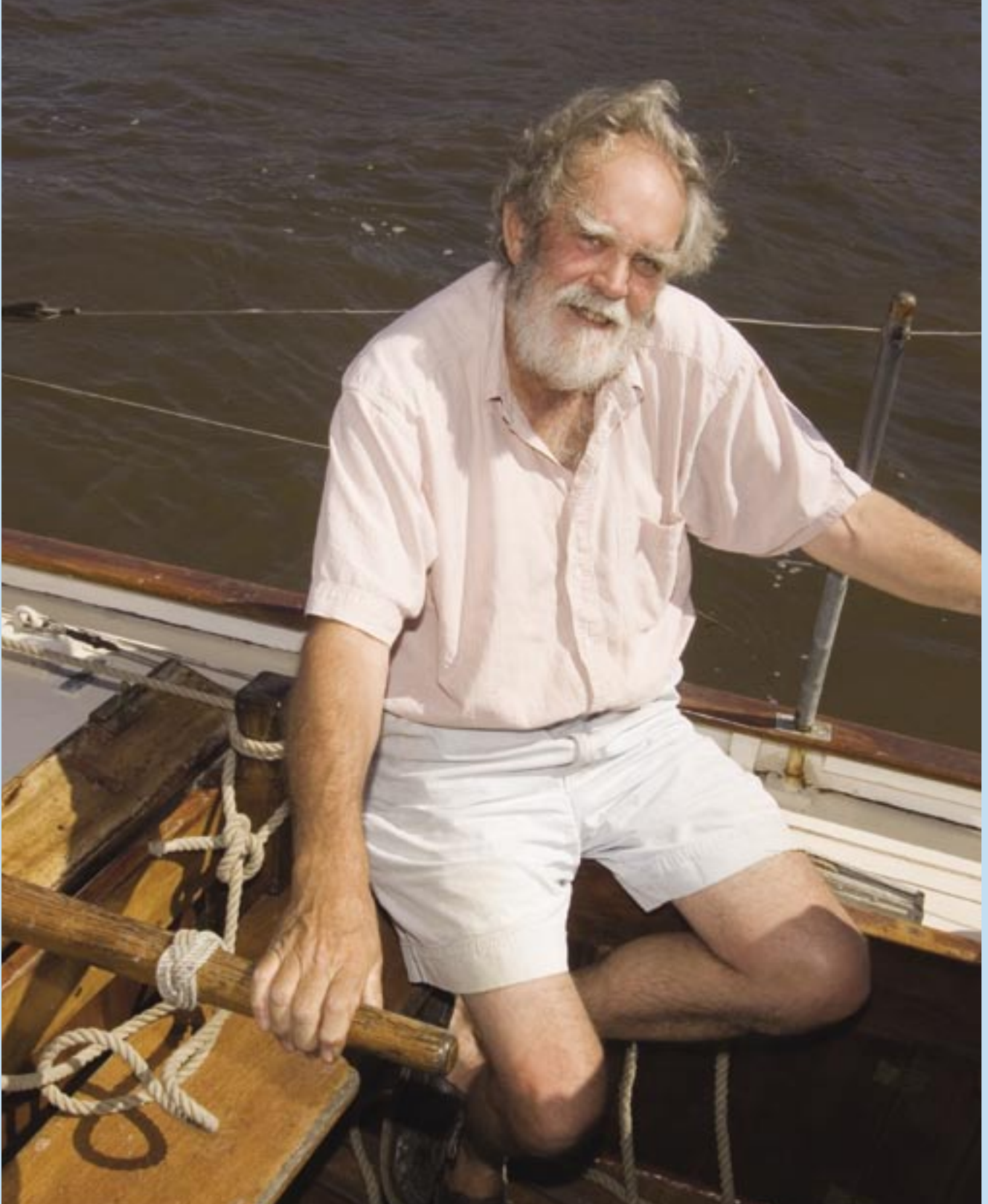
For the River Welland and River Glen navigations, work will focus on improvements to the link between the South Forty Foot Drain, River Glen, River Welland and River Nene.

Other FWL related works will overlap with the Waterway Standards work outlined in Section 3.2. In determining the level of facility provision on the River Welland and River Glen, we will take into account of the potential future requirements of the FWL.

“The River Welland and River Glen catchment affords many opportunities for regeneration and improved public access to our waterways”

Each year many aspirational projects are brought to our attention. Our level of support for such projects will depend on the relative costs and benefits of the project and on available resources and our focus will be on improving awareness and use of the River Welland and Glen. All projects in which we become involved will be plotted on the waterway development reach maps, [map numbers 08 to 13](#). These maps will be updated on a regular basis and will be available on our website: www.environment-agency.gov.uk We believe that this will provide a valuable update for partners and public alike, on the progress we are making achieving our targets.

The type of projects included on the aspirational maps cover any aspect of water based recreation and navigation. The following section of this report Sport and Recreation identifies examples of these projects and outlines our priorities for them over the next five years.





Sport and recreation

Canoeing

The British Canoe Union (BCU) has an individual membership of over 25,000, 469 affiliated clubs and 145 approved centres. The BCU pays us a fee that allows each of its members to register a canoe. This is recouped from the year membership fees.

As part of our plan to improve and develop facilities on the river we have developed a programme of works to construct canoe portage facilities at all locks on the system, for example a new facility on the River Glen that includes a canoe portage, slipway and landing stage for small boats, similar to the one already provided on the River Welland at Crowland.

Sailing

Dinghy sailing is a very popular activity on the River Welland at Spalding. Most activity takes place through the Welland Yacht Club.

Angling

There are some 120,000 licensed anglers in the Anglian Region. Encouraging more people into fishing brings significant economic and social benefits. Angling can contribute to social inclusion, promote environmental awareness and deliver sustained reductions in crime and anti-social behaviour among young people. A national *Get Hooked on Fishing* scheme, supported by the police, specifically targets young people at risk of offending and has achieved:

- zero offending
- 80% reduction in truancy
- increased literacy and general education performance

Angling is also one of the most popular sports for people with disabilities.

We will work with our internal colleagues to fulfil the aspiration of the Environment Agency strategy for angling *Angling 2015*.

“There are some 120,000 licensed anglers in the Anglian Region”

Sport and recreation

Walking, cycling and horse riding

There is an extensive network of rights of way associated with the river and in the fenland reaches of the river; much of this activity takes place on Environment Agency land.

The Brown Fen Way is a good example of a long distance footpath. The Crowland Heritage Trail is a good example of local community access. The trail is also part of a wider cycle route, connecting the Peterborough Green Wheel with the Sustrans National Cycle Route (Route 12).

The development of the existing network (for example the replacement of stiles with gates along a 9km stretch of the Welland bank) provides an important opportunity to encourage people to enjoy the delights of our waterways. This contributes to our agenda to provide an improved quality of life by encouraging informal outdoor recreation.

We will seek to work with partners to increase the limited budget for this work.

“The development of the existing network provides an important opportunity to encourage people to enjoy the delights of our waterways”

Heritage

The River Welland and River Glen provide a richly textured heritage landscape, with a concentration of historic buildings and scheduled ancient monuments. The diversity and wealth of these heritage sites, and in particular the man made landscapes of the fens, are key to the unique landscape character of the river. They provide a powerful reminder of the work and way of life of earlier generations and provide places of enjoyment for local people and visitors today. At Pinchbeck there is a working beam engine that once used steam power and has now been restored to working order, and near to Spalding there is the Gordon Boswell Romany Museum with its collection of Romany carts and caravans. Crowland is known for the Abbey ruins (founded in 716 A.D.) and is reputed to be the burial place of Hereward the Wake.

Promoting the enjoyment of these areas and sites will form a key component of encouraging greater access to the river. Working with others, we will seek to enhance the leisure and tourism potential of the area.



Visitor risk management

Visitor safety is paramount to us. We want visitors to the river to return home happy and satisfied with their experiences.

We have a legal and moral obligation to consider visitor safety, and protect them from unnecessary or unreasonable risk. Successful risk management demands a partnership between the manager of the waterway, the visitor and other groups (such as governing bodies of sport), recognising that each carries a share of the responsibility for safety, dependent on the type of activity and location.

Different types of river user have widely differing expectations: from canoeists seeking adventure, to parents looking for a place for their children to picnic and play without coming to harm. In guarding against these risks, we must take care to avoid implementing safety measures that conflict significantly with our access, recreation, landscape, heritage and environmental responsibilities. Nor should we take away people's sense of adventure and freedom.

“Visitor safety is paramount to us. We want visitors to the river to return home happy and satisfied with their experiences”



Targets, monitoring and review

It is important to be able to judge over time how successful we are in meeting our aims to:

- improve and promote access and information for all users (on water and land);
- improve and maintain the river infrastructure, facilities and services for all users;
- contribute to enhanced biodiversity, heritage and landscape value in the waterway corridor;
- increase use of the river and its corridor.

We will judge our success in the following ways:

- the numbers and mix of people using the river;
- user satisfaction;
- achieving waterway standards;
- enhanced biodiversity, heritage and landscape value.

We will need to set up baseline data and measure changes. For boating, the number of craft registered provides a reliable measure. However, we will need to find ways to measure levels of participation in sport and recreation (for example the number of oarsmen, canoeists, walkers, anglers and cyclists).

It would also be very valuable to set up a programme of research that measures user satisfaction and identifies the extent to which use is socially inclusive.



Our key indicators of success in maintaining the river's infrastructure and facilities will be the reduction of maintenance arrears and increased use through publicity and improved information. Advice is particularly sought on ways to measure enhanced biodiversity, heritage and landscape value in the waterway corridor. This could include areas of new riverside habitat created, and lengths of natural riverbank retained.

The following table contains a summary of actions that we will be undertaking over the foreseeable future. Our next financial spending review with government is in 2008 and we will use this process as an opportunity to review our plan and to measure its effectiveness in achieving our targets. We will continue with the revised plan from 2008 and beyond.

“We will need to establish robust baseline data and measure changes”

Targets, monitoring and review

Outcome	2006/07	2007/08	2008/09	2009/10	2010/2011
Map areas of social need in relation to their proximity to navigable waterways and use this information to prioritise access projects in and around urban areas	Provide Waterway Plans, identify and map areas of social need Overlay this information with Environment Agency landholdings to prioritise access projects	Provide a programme of targeted access improvements in urban and urban fringe areas	Provide a programme of targeted access improvements in urban and urban fringe areas	Provide a programme of targeted access improvements in urban and urban fringe areas	Provide a programme of targeted access improvements in urban and urban fringe areas
Health and well-being Working with Sport England, we will continue to promote healthy lifestyles in the countryside	In conjunction with our Sports England partners and our National Office, we will actively support and conduct research into the health benefits for all; identifying the benefits and how they can be achieved	In conjunction with our Sports England partners and our National Office, we will actively support and conduct research into the health benefits for all; identifying the benefits and how they can be achieved	In conjunction with our Sports England partners and our National Office, we will actively support and conduct research into the health benefits for all; identifying the benefits and how they can be achieved	In conjunction with our Sports England partners and our National Office, we will actively support and conduct research into the health benefits for all; identifying the benefits and how they can be achieved	In conjunction with our Sports England partners and our National Office, we will actively support and conduct research into the health benefits for all; identifying the benefits and how they can be achieved
Improved information so that people with disabilities are able to make an informed decision about suitability of access	Undertake a disability audit for all relevant Environment Agency sites with public access	Carry out findings from disability audit	Carry out findings from disability audit	Carry out findings from disability audit	Carry out findings from disability audit

Outcome	2006/07	2007/08	2008/09	2009/10	2010/2011
Enhance biodiversity on our waterway	Look for opportunities for wildlife enhancements in the work we are doing for both capital and revenue works Develop recreation honey pot sites away from conservation sensitive areas	Look for opportunities for wildlife enhancements in the work we are doing for both capital and revenue works Develop recreation honey pot sites away from conservation sensitive areas	Look for opportunities for wildlife enhancements in the work we are doing for both capital and revenue works Develop recreation honey pot sites away from conservation sensitive areas	Look for opportunities for wildlife enhancements in the work we are doing for both capital and revenue works Develop recreation honey pot sites away from conservation sensitive areas	Look for opportunities for wildlife enhancements in the work we are doing for both capital and revenue works Develop recreation honey pot sites away from conservation sensitive areas
Heritage Where appropriate, improve awareness of heritage sites along our waterways	Ensure heritage features are included in River Guides, relevant websites, and interpretation boards and any other literature developed with partners Manage Environment Agency land, buildings and structures of heritage interest, such as locks and bridges, in harmony with their setting, design, materials and construction methods Develop heritage trails with partners	Ensure heritage features are included in River Guides, relevant websites, and interpretation boards and any other literature developed with partners Manage Environment Agency land, buildings and structures of heritage interest, such as locks and bridges, in harmony with their setting, design, materials and construction methods Develop heritage trails with partners	Ensure heritage features are included in River Guides, relevant websites, and interpretation boards and any other literature developed with partners Manage Environment Agency land, buildings and structures of heritage interest, such as locks and bridges, in harmony with their setting, design, materials and construction methods Develop heritage trails with partners	Ensure heritage features are included in River Guides, relevant websites, and interpretation boards and any other literature developed with partners Manage Environment Agency land, buildings and structures of heritage interest, such as locks and bridges, in harmony with their setting, design, materials and construction methods Develop heritage trails with partners	Ensure heritage features are included in River Guides, relevant websites, and interpretation boards and any other literature developed with partners Manage Environment Agency land, buildings and structures of heritage interest, such as locks and bridges, in harmony with their setting, design, materials and construction methods Develop heritage trails with partners

Targets, monitoring and review

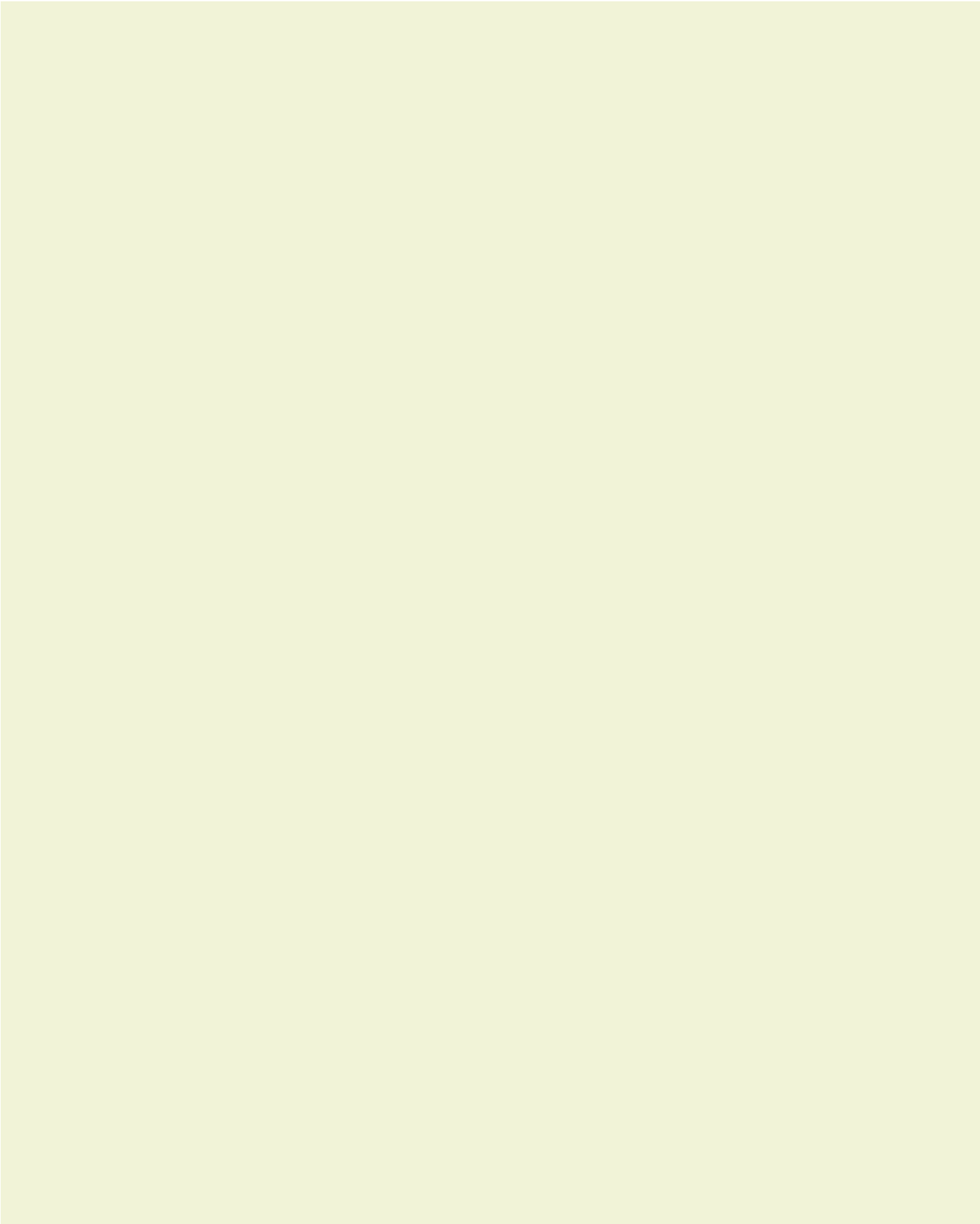
Outcome	2006/07	2007/08	2008/09	2009/10	2010/2011
Ensure that management and improvements to the navigation take account of any impact of climate change	For low flows, ensure locks are maintained as efficient structures to reduce leakage	For low flows, ensure locks are maintained as efficient structures to reduce leakage	For low flows, ensure locks are maintained as efficient structures to reduce leakage	For low flows, ensure locks are maintained as efficient structures to reduce leakage	For low flows, ensure locks are maintained as efficient structures to reduce leakage
Increase the percentage number of assets categorised as being in fair or good condition from 85% to 95%	Increase the number of waterways assets in a good or fair condition from 85% to 87%	Increase the number of waterways assets in a good or fair condition from 87% to 89%	Increase the number of waterways assets in a good or fair condition from 89% to 91%	Increase the number of waterways assets in a good or fair condition from 91% to 93%	Increase the number of waterways assets in a good or fair condition from 93% to 95%
Operation Public Safety (OPuS)	Provide an ongoing programme of inspections and carry out remedial work arising from inspections	Provide an ongoing programme of inspections and carry out remedial work arising from inspections	Provide an ongoing programme of inspections and carry out remedial work arising from inspections	Provide an ongoing programme of inspections and carry out remedial work arising from inspections	Provide an ongoing programme of inspections and carry out remedial work arising from inspections
Improve provision of facilities and services on the navigation	Develop improvement plans with partners Seek funding opportunities, external to the Environment Agency, to support and provide facilities and services on the navigation	Develop improvement plans with partners Seek funding opportunities, external to the Environment Agency, to support and provide facilities and services on the navigation	Develop improvement plans with partners Seek funding opportunities, external to the Environment Agency, to support and provide facilities and services on the navigation	Develop improvement plans with partners Seek funding opportunities, external to the Environment Agency, to support and provide facilities and services on the navigation	Develop improvement plans with partners Seek funding opportunities, external to the Environment Agency, to support and provide facilities and services on the navigation

Outcome	2006/07	2007/08	2008/09	2009/10	2010/2011
Improvements to canoe access	Seek funding opportunities with partners to construct canoe facilities. Construct facilities when funding secured	Seek funding opportunities with partners to construct canoe facilities. Construct facilities when funding secured	Seek funding opportunities with partners to construct canoe facilities. Construct facilities when funding secured	Seek funding opportunities with partners to construct canoe facilities. Construct facilities when funding secured	Seek funding opportunities with partners to construct canoe facilities. Construct facilities when funding secured
Increase public access to Environment Agency sites, including those we lease as fisheries, by 7%	Increase public access to Environment Agency sites by 1.4%	Increase public access to Environment Agency sites by 1.4%	Increase public access to Environment Agency sites by 1.4%	Increase public access to Environment Agency sites by 1.4%	Increase public access to Environment Agency sites by 1.4%
Aspirational Projects Each year, many ideas for improving the navigation and recreational activities are brought to our attention. Support for these projects depends on the relative costs, benefits and available resources	Develop a framework within which to assess all aspirational projects against the key priorities of the River Welland and River Glen Waterway Plan	Plot agreed projects on the Waterway Development Map and publish on our website	Plot agreed projects on the Waterway Development Map and publish on our website	Plot agreed projects on the Waterway Development Map and publish on our website	Plot agreed projects on the Waterway Development Map and publish on our website
Progress strategic development of the waterway	Seek opportunities to improve and develop the Fens Waterways Link between the South Forty Foot Drain, River Glen, River Welland and River Nene	Seek opportunities to improve and develop the Fens Waterways Link between the South Forty Foot Drain, River Glen, River Welland and River Nene	Seek opportunities to improve and develop the Fens Waterways Link between the South Forty Foot Drain, River Glen, River Welland and River Nene	Seek opportunities to improve and develop the Fens Waterways Link between the South Forty Foot Drain, River Glen, River Welland and River Nene	Seek opportunities to improve and develop the Fens Waterways Link between the South Forty Foot Drain, River Glen, River Welland and River Nene

Targets, monitoring and review

Outcome	2006/07	2007/08	2008/09	2009/10	2010/2011
With others, promote sport and recreation, both on and by the water, to increase awareness and use of our waterways for recreational use	Seek positive media coverage to raise the profile of opportunities on the river and promotional campaigns in national and regional press Support and/or attend national, regional and local shows, events or exhibitions to promote our waterways Promote navigation and recreation activities, on and by the river, particularly in urban areas Produce and promote visitor guides to our waterways Provide accurate and up to date information about sport and recreation opportunities on the river Improve signage and visitor information at key locations	Seek positive media coverage to raise the profile of opportunities on the river and promotional campaigns in national and regional press Support and/or attend national, regional and local shows, events or exhibitions to promote our waterways Promote navigation and recreation activities, on and by the river, particularly in urban areas Produce and promote visitor guides to our waterways Provide accurate and up to date information about sport and recreation opportunities on the river Improve signage and visitor information at key locations	Seek positive media coverage to raise the profile of opportunities on the river and promotional campaigns in national and regional press Support and/or attend national, regional and local shows, events or exhibitions to promote our waterways Promote navigation and recreation activities, on and by the river, particularly in urban areas Produce and promote visitor guides to our waterways Provide accurate and up to date information about sport and recreation opportunities on the river Improve signage and visitor information at key locations	Seek positive media coverage to raise the profile of opportunities on the river and promotional campaigns in national and regional press Support and/or attend national, regional and local shows, events or exhibitions to promote our waterways Promote navigation and recreation activities, on and by the river, particularly in urban areas Produce and promote visitor guides to our waterways Provide accurate and up to date information about sport and recreation opportunities on the river Improve signage and visitor information at key locations	Seek positive media coverage to raise the profile of opportunities on the river and promotional campaigns in national and regional press Support and/or attend national, regional and local shows, events or exhibitions to promote our waterways Promote navigation and recreation activities, on and by the river, particularly in urban areas Produce and promote visitor guides to our waterways Provide accurate and up to date information about sport and recreation opportunities on the river Improve signage and visitor information at key locations

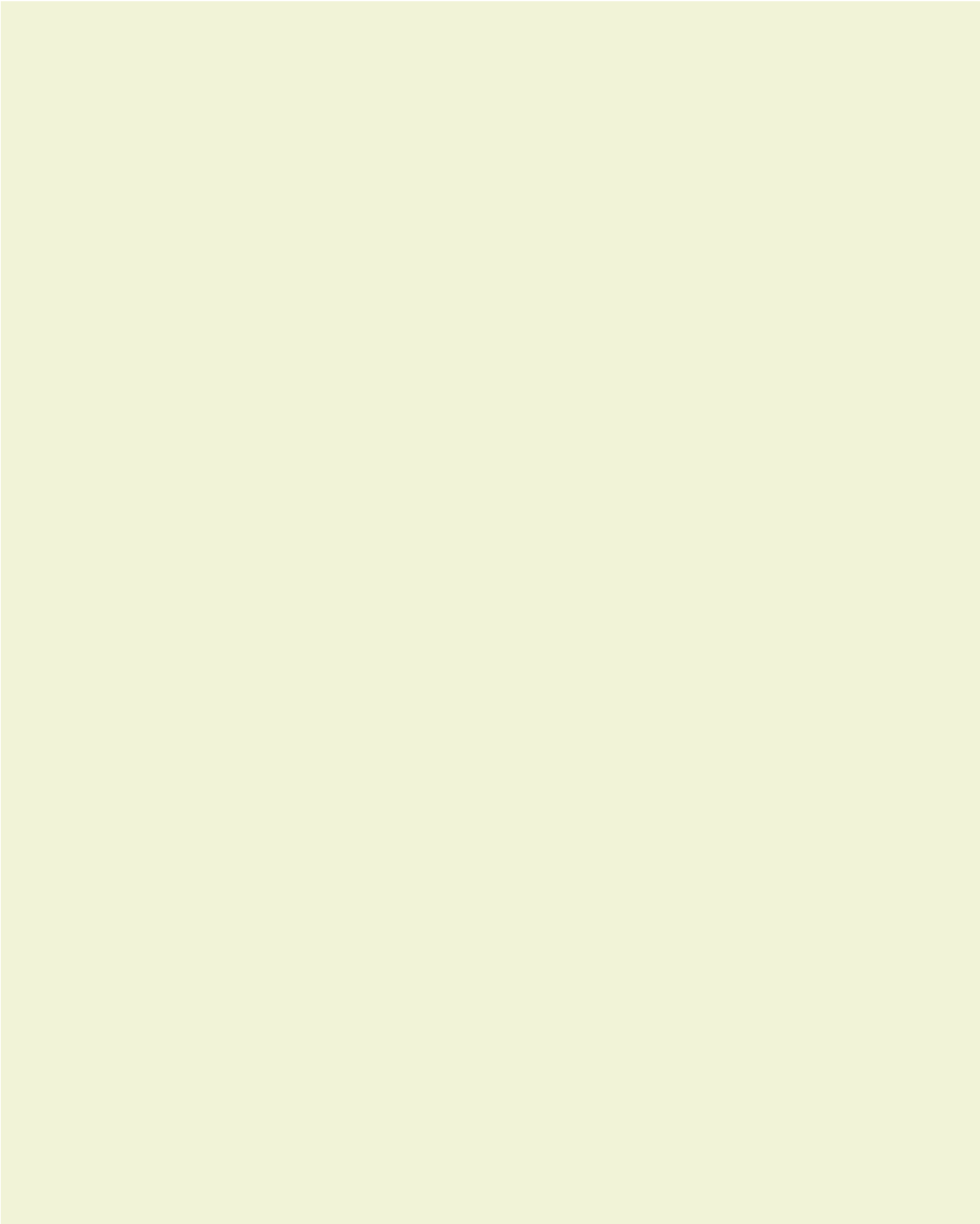
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