

CANAL TRUST – LAUNCH OF REVITALISED BRAND

22nd May 2018 at the Visitor Centre, Depot Lock, Llangynidr.



After five years of the successful establishment of the Canal Trust it was now considered necessary for the Trust to develop a wider and more significant role in enriching lives. Eight million people across the UK live with one of our waterways on their doorstep in both urban and rural areas. Basically, the aim is to make life better for people by encouraging them to use and enjoy the waterways and so improve health and well-being and importantly at the same time to encourage personal involvement in this objective.

Statistically, it is estimated that only a third of the general public know about the Trust, this number being way below other national charities. The breakthrough for people to realise our objective of enriching lives has not as yet happened. Even those who actually use their local waterways and towpaths are not familiar with the Trust and are completely unaware of how much their support is needed. It is essential that that this lack of awareness is addressed in order to secure the long term future of the Trust.

The new look for the Trust aims to connect with the existing users and supporters but also appeal to those who do not currently know of the Trust. Efforts are being made to promote these changes across digital and social media while at the same time actively monitoring related costs. This new look will necessarily be rolled out over a 2-3 year period and fortunately this image launch of the trust has been costed through the existing marketing budget. The ongoing costs are within the budgeted ongoing spend.

Unfortunately, the cost associated with the care of the waterways continues to increase and the brand relaunch is a key to securing the waterways long term future. This relaunch is critical in achieving a greater awareness and related support over the long term for the Trust to have the resources to care for the waterways as effectively as at present. Strategically, it is hoped that this investment in time and effort of the re-positioning the Trust and re-vitalising the brand will provide a significant return in the future.

The actual launch on the 22nd May at the Visitor Centre at Depot Lock commenced with a welcoming speech by Customer Operations Supervisor Kevin Phillips. This was followed by a short video from Richard Parry illustrating how the Trust intends to move from a Waterways Charity to a Waterway and Wellbeing Charity. The following brand launch proceeded with Jade-Marie Hester cutting a ribbon securing a giant gift box for the new logo to be revealed to all.



and to sum it all up, a quote from Charlie Phillips, a volunteer lock keeper

The Canal and River Trust has now been rebranded and besides our previous existence in which we offered facilities for boats, canoes, cyclists and walkers with or without their dogs, we are now offering an environment to bring 'wellbeing' to a larger public.

As part of this rebranding the old logo has been replaced and the new is at the top of the page.

***Da yw bod
wrth y dwr
Making life
better by water***