



Canal &
River Trust
Making life better by water

Corporate Partnerships with the Canal & River Trust



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About us

We believe that spending time by water makes us happier and healthier.

Our waterways have the power to make a real difference to people's lives and we want more people to enjoy these benefits by making our canals and rivers part of their daily life.

We're the charity looking after 2,000 miles of canals and rivers in England and Wales.



- We became a charity in **2012** when **British Waterways** moved into the third sector
- We help to enhance the wellbeing of **8.5 million people** with waterways on their doorstep
- We spend in excess of **£150m** each year to maintain and improve the network, providing free access and opportunities for recreation and enjoyment
- We deliver **671,000 volunteering hours** and engage **92,000 young people** every year





Caring



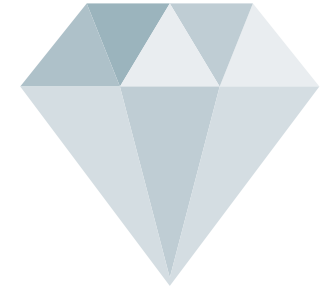
Open



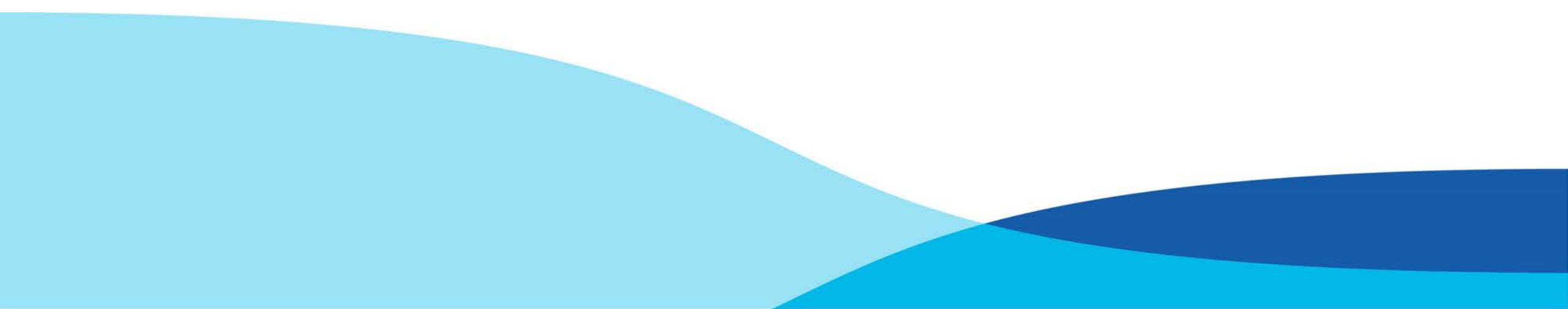
Local



Involvement



Excellence



Our approach

- We are a **credible & established partner** for business with a track record of working with companies from across sectors, including finance, utilities, retail and professional services
- We have a **strong track record of delivery** and brand resonance (there are 4 million regular waterway users)
- We offer a range of opportunities at a **local, regional and national level**, including strategic partnerships, sponsorship, brand and marketing and employee fundraising
- We believe in **long-term relationships** built on shared values, purpose and objectives



Our offer

We have a national reach into the heart of cities, towns and communities across England and Wales.

Our partnerships support the green and blue recovery, transforming places and enriching lives through:

- **Promoting health and wellbeing**
- **Protecting and restoring nature**
- **Providing inclusive opportunities**



Promoting health and wellbeing:

supporting physical and mental health, using canals and towpaths as places to exercise, reflect and recharge



Protecting and restoring nature:

investing in waterways as a critical ecological network of urban green and blue infrastructure, helping deliver climate action



Providing inclusive opportunities:

using canals as shared places for outdoor learning to engage and inspire young people and adults alike



Engage, inspire and motivate your people

Team-building days

Leadership and
strategy away days

Employee fundraising
campaigns



Reach into the heart of your communities



Engaging customers,
community groups
and young people

Future skills development
and STEM learning

Addressing inequality and
promoting social inclusion

Take action for a sustainable future

Habitat creation,
climate mitigation and
tackling pollution

Urban regeneration
and renewal

Transforming places
for people, nature
and communities



Reaching key beneficiaries

Employees

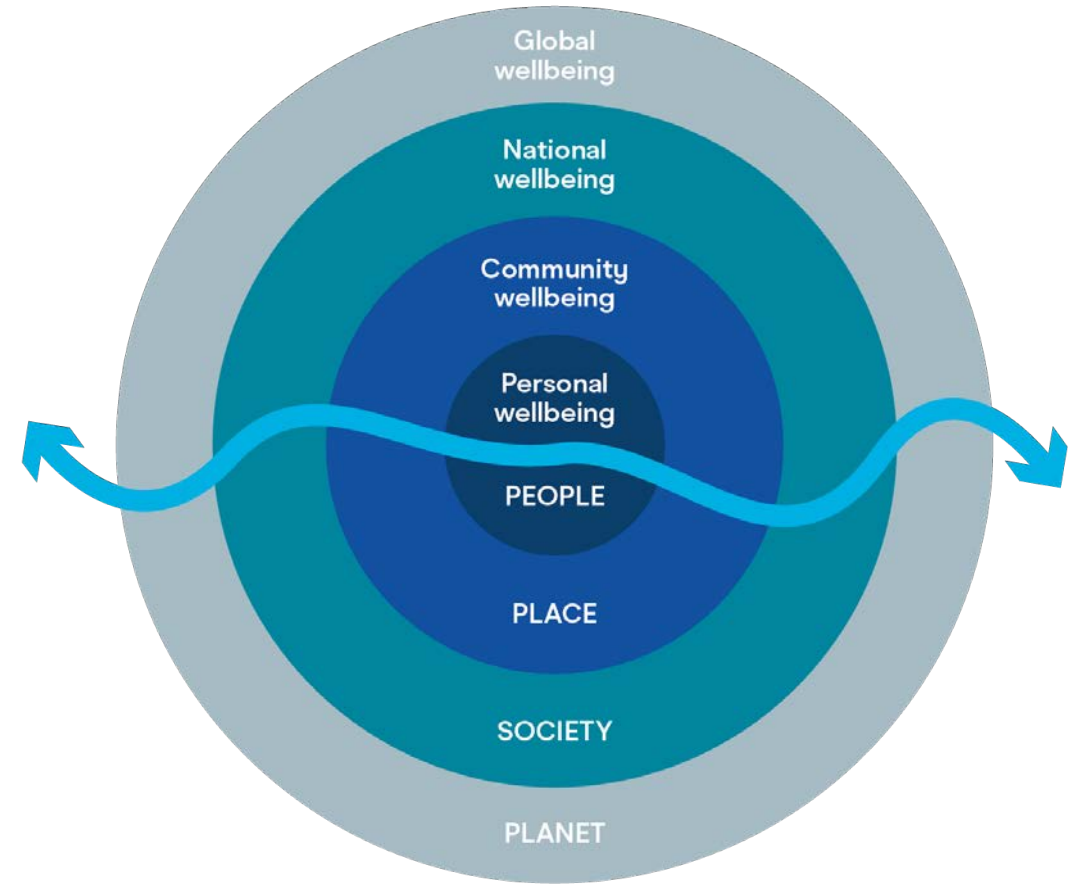
- Motivating and connecting teams
- Recruitment and retention
- Environmental awareness and action

Customers

- Profile and brand differentiation
- Demonstrating your sustainability credentials
- Engagement and story-telling

Communities

- Cohesion and wellbeing (Covid recovery)
- Diversity and inclusion
- Recognition and reputation



Delivering measurable outcomes

A partnership with the Trust can deliver measurable wellbeing, environmental and social outcomes, in support of the **United Nations SDGs**



SUSTAINABLE DEVELOPMENT GOALS



Getting in touch

We look forward to continuing a conversation to better understand the needs and interests of your business.

Please do get in touch to explore opportunities.

email:

corporate.partnerships@canalrivertrust.org.uk

www.canalrivertrust.org.uk/corporate-partnerships



Canal &
River Trust

Making
Life
Better
by
Water