

Kennet and Avon Canal Trust

Proposed Vision and Strategy

What are we here to do?

- To promote the Kennet and Avon Canal to the benefit of all its users, the communities through which it passes, and its heritage
- To be a voice for **all**-users of the Kennet and Avon Canal - whether on the water or on the towpath
- To preserve the heritage of the canal, by promoting protection and restoration of historic features and making them accessible to visitors, canal users and local communities
- To provide opportunities for all members of the public, and in particular community groups and those who are disadvantaged or disabled, to access the canal whether on boats or along the towpath
- To develop new ways of enabling the public to experience the canal and its history, and **to widen the range of people who can** engage with it

How will we do it?

- Through our Branch structure, we will ensure that the whole length of the canal has a local champion, working to improve the canal and towpath both directly and through lobbying
- We will develop facilities for learning and community engagement along the canal
- We will identify and promote projects to protect the canal's heritage
- We will encourage our trading subsidiary to continue to provide boat and other recreational facilities, supporting these with grants where they are not commercially viable but bring public benefit
- We will engage constructively with the Canal and River Trust as the canal's owner and operator, and with other heritage and community bodies, **and participate in events promoting the canal**
- We will report regularly on our activities to members, volunteers, funders and other stakeholders

What does this mean for our priorities?

- We will prepare and publish an annual plan, which will set clear objectives for our work, and in particular identify projects which, with external funding support, we will champion
- We will identify our key stakeholders, including in particular CRT, and engage constructively with them to protect, enhance and promote the canal and towpath
- In collaboration with our partners, including café licensees, we will develop our visitor facilities along the canal
- We will refresh our membership offer, and seek to increase the number of members
- We will maintain and develop links with potential funders
- We will improve our communications with members, with Branches and volunteers, and with the public, using a range of channels