

A report to



The Inland Waterways Advisory Council

SCOTLAND'S CANALS
an asset for the future

**A Review of Awareness and Appreciation
of the Canal Network in Scotland**

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CONSULTANCY

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Executive Summary

The Scottish Government's policy document on waterways; *SCOTLAND'S CANALS: an asset for the future* has made a significant contribution to guiding and encouraging awareness and appreciation of Scotland's canal network and championing the role that canals can play in delivering wider public policy agendas.

The Scottish Government's ongoing support, including year on year increases in financial contributions, has been an important factor in the positive impact that Scotland's canals are having on the economy and on society in general.

Progress on canal use and development since 2002 has been significant, with a substantial increase in visitors and a number of exciting development initiatives, for example Edinburgh Quay, the Glasgow Canal Regeneration project and the award of £25m of Lottery funding for the Helix Project at Grangemouth.

The Inland Waterways Advisory Council (IWAC) commissioned this review to test perceptions of progress on awareness and appreciation of Scotland's canals and to stimulate ideas for future development with key stakeholders and partners through in depth interviews and an online survey for users and politicians.

Findings included:

- significant progress in delivering to the Government's policy framework
- praise for British Waterways Scotland (BWS) for its strategic move from an asset management to a regeneration agenda
- a need for further profile raising of canals
- potential for the environment and heritage to further engage schools and communities in Scotland's canals
- a need for an improved planning regime and increased engagement by local authorities
- doubt over freight transport opportunities
- a need for more engagement from public sector agencies, particularly VisitScotland
- wide support for private sector involvement.

While considerable progress has been made in fulfilling the aspirations of the policy document there is both appetite and opportunity to increase the role of canals across a wide number of Scottish political, economic, environmental and social agendas.

Four key recommendations are made to further raise impact, awareness and appreciation of Scotland's canals.

1. Demonstrate the positive impact of canals through a network wide **economic and social impact study** to establish the credibility of the canals as a catalyst for social engagement and economic growth and provide evidence for future private and public sector investment
2. **Unlock potential through the planning process by**
 - establishing canals as a national priority covered by Supplementary Guidance in the form of a Supplementary Planning Policy supported by a Planning Advice Note (PAN).
 - ensuring local authorities embed canal development strategies in their Local Plans.
3. **Maximise public and private sector engagement** particularly between BWS and VisitScotland to continuously improve the quality and choice of visitor facilities, experiences and destinations and to up - weight the marketing and promotion of waterways.
4. **Mount a national canal awareness campaign** to raise the profile and increase appreciation of the multiple benefits of maintaining and developing the Scottish canal network.

1.0 Introduction

- 1.1 Canals in Scotland date back to the 18th Century, a legacy of the industrial revolution. Built originally for commercial use, their viability for transporting raw materials, such as coal, was usurped by a burgeoning, more efficient, railway system, resulting in the virtual demise of the network.
- 1.2 It was not until the 1960s, with the establishment of British Waterways, that the cultural, historical and environmental importance of canals were recognised and plans put in place to rejuvenate these near-moribund national assets.
- 1.3 Following devolution in 1999 and the transfer of responsibility for canals, the Scottish Government recognised that there was considerable potential for the development and regeneration of the canal network. British Waterways Scotland is the Scottish business unit of British Waterways - a publicly owned organisation - and is responsible for managing and developing Scotland's canal and inland waterway network. It is sponsored and funded by the Scottish Government.
- 1.4 The Scottish Government published its policy document *SCOTLAND'S CANALS: an asset for the future* in October 2002 with a view to promoting Scotland's canals, encouraging increased use and stimulating future development.
- 1.5 In August 2007, the Scottish Government asked the Inland Waterways Advisory Council (IWAC), a statutory cross-border group which advises both British Waterways and the Scottish Government on the use and development of the canal network, to undertake a review of awareness and appreciation of the canal network in Scotland since publication of the policy document.
- 1.6 In particular, the review was to benchmark progress and to explore future opportunities to increase awareness and use of canals.

Developing Scotland's Canals

- 1.7 Scotland's canal network is more than 137 miles long and comprises:
 - Caledonian Canal
 - Crinan Canal
 - Forth & Clyde Canal
 - Monklands Canal
 - Union Canal
- 1.8 *SCOTLAND'S CANALS: an asset for the future* asserts that by using these assets and their surrounds, canals can enhance the quality of life in Scotland by

Increasing awareness and appreciation of the canal network and
Recognising the role that canals can play in delivering wider public policy objectives

- 1.9 The importance of public sector involvement in delivering these aims is explicit. The policy document states that the **“Scottish Government expects these organisations, as part of its strategic approach to canals, to work with and if appropriate fund BW as it seeks to maximise the public benefits available from the canals”**.

These organisations are:

- British Waterways Scotland (BWS)
 - Local Authorities (Argyll and Bute, East Dunbartonshire, Edinburgh, Falkirk, Glasgow, Highland, North Lanarkshire, West Dunbartonshire, West Lothian)
 - Scottish Enterprise and Highlands and Islands Enterprise
 - Inland Waterways Advisory Council (IWAC)
 - Scottish Environment Protection Agency (SEPA)
 - Scottish Natural Heritage (SNH)
 - VisitScotland
 - Historic Scotland
 - Sportscotland
 - The Waterways Trust.
- 1.10 Moreover, the policy proposes that the public sector should have a meaningful role in the development of waterways not just in terms of financial contribution but also through development planning, sustainability, environmental protection, community engagement, education, health, business support, access to land and awareness raising.
- 1.11 The document also notes that the public policy approach **“Will itself help to create an excellent backdrop for private sector investment in and around our canals”**.

BWS Strategy

- 1.12 BWS’ strategic intention is to move from being primarily an asset management organisation to a customer focused business, working in partnership to deliver the Government’s aspirations for Scotland’s canals. BWS has developed three themes around which it is shaping its activities
- Asset Management – long term maintenance and improvement plans for canals
 - Creating Destinations – increasing the use of canals and the contribution waterways can make, specifically for leisure and tourism activities, by focusing on creating and developing high quality destinations
 - Enabling and Delivering Sustainable Regeneration – focusing on place renewal with a major priority given to Scotland’s urban canal networks.
- 1.13 These three operational priorities will be delivered by BWS through
- Partnership – engaging with a wide range of public and private sector stakeholders
 - Delivery – continually reviewing what and how projects are delivered
 - Governance – monitoring, measuring and reporting activity against objectives.

Scotland's Canals – Progress

1.14 British Waterways Scotland has received grant funding of over £70 million since the publication of *SCOTLAND'S CANALS: an asset for the future* in 2002. Year on Year the Scottish Government has increased funding for canals reflecting its commitment to the policy document and recognising the growing contribution canals are making to the economy and society.

1.15 The Scottish Government's continuing support has been a key factor in the successful development of the canal network in Scotland. The table below gives examples of aspirations and progress in the key policy areas.

Key areas	Aspirations	Examples of progress
Policy		
Regeneration, Planning, Development	<ul style="list-style-type: none"> - Create job opportunities - Offer opportunities for large and small scale development ranging from offices and shops to small scale community housing - Improve the environment by providing welcome green space within urban areas - Stimulate confidence and pride within communities 	<ul style="list-style-type: none"> - £76million development of the Millennium Link - Edinburgh Quay development - Glasgow Canal Regeneration Project - £25 million Lottery funding for Helix Project - Completion of 10 year restoration programme on the Caledonian Canal
Public Access and Safety	<ul style="list-style-type: none"> - Provide greater opportunity for people to enjoy the countryside - Develop awareness of safety around canals 	<ul style="list-style-type: none"> - 25 million visits to Scotland's canals (2006/07) - The Waterways Trust , British Waterways Scotland and the Inland Waterways Association have an Initiative called Wild over Waterways (WoW) which provides an online safety resource centre for teachers and children
Integrated Transport	<ul style="list-style-type: none"> - Towpath restoration and links to long distance walking routes - Prospect of utilising canals for waterborne public transport - Potential for increasing the potential for the development of freight traffic on Scotland's canals - Scottish Government expects all relevant local authorities to take positive and adequate account of the canals in formulating transport plans for their area 	<ul style="list-style-type: none"> - BWS a partner in the Great Glen Way - Exploration of freight opportunities, particularly on the Caledonian Canal
Environment and Heritage	<ul style="list-style-type: none"> - Canals provide great potential to secure and improve Scotland's biodiversity 	<ul style="list-style-type: none"> - Jointly- funded post with Historic Scotland to promote heritage - Planned Audit of Historic assets on and connected to Canals - There are 22 Sites of Special Scientific Interest on or within 500m of Scottish canals. - Canals are Scheduled Ancient Monuments
Tourism and Leisure	<ul style="list-style-type: none"> - Important for VisitScotland and the industry to work closely with BW to develop a product that will attract tourists - Creating a satisfying experience for boat users - Develop facilities for non-boating users 	<ul style="list-style-type: none"> - Boat licences increased 10% to 3490 in 2006/07 from the previous year - First "eco pub" at Auchinstarry - Joint Venture between BWS and Scottish and Newcastle - £200,000 Great Glen Ways initiative

- 1.16 Significant progress has been made against the five key areas of policy outlined in the report and continuing on from previous capital projects such as the Millennium Link and the Falkirk Wheel.
- 1.17 While the scope of this report is to test awareness and appreciation of the network this table demonstrates that there is an excellent base to build on for further promoting canals in Scotland.

Economic Contribution

- 1.18 Canals play a positive role in contributing to the wealth of Scotland mainly through visitor-related activities and regeneration projects.
- 1,19 An economic impact study of the Millennium Link by Roger Tym and Partners reported that the restoration project had delivered more than £178m of investment and 4,000 jobs in five years against a predication of £100million and 3420 new jobs.
- 1.20 A study by ECOTEC Research and Consulting highlighted that the Welsh canal network **“costs £3.3 million a year to manage compared to an annual income of £1.4 million”**. However, it is calculated that visitors to canals in Wales spend £34 million a year along the canal corridors, supporting over 800 full-time equivalent jobs.
- 1.21 These studies show that canals have a role to play as economic stimulants. Scotland’s canals contribute to a much broader portfolio of policy areas, although no major network - wide economic and social assessment is available to determine the true extent of their impact.

2.0 Report Methodology

Scoping and Detailed Design

- 2.1 An introductory meeting was held with IWAC, the Scottish Government and British Waterways Scotland to refine Liddell Thomson's proposed approach and to agree methodology, protocols and project plan.
- 2.2 Roles, responsibilities, reporting methods and sign-off procedures were determined and a consultative steering group was formed from these organisations.
- 2.3 It was agreed that the report was to be a qualitative benchmark study of key stakeholders' perceptions to test their opinions as informed and interested parties. It was decided that these qualitative interviews would be supported by an online survey directed at a wider interest group.

Research – Desk / Qualitative / On-line

- 2.4 Desk research was undertaken to review available information including
 - Reports and publications
 - Briefings from British Waterways Scotland
 - Scottish Parliament comment / proposals
 - Press and media comment / third party comment on canals
- 2.5 Based on this and through collaboration with the steering group, the next phase of research was developed. Qualitative research was conducted with selected users, partners, influencers and decision-makers to establish the impact of the Government's policy on awareness and on use of canals and to identify opportunities for future use and development. This research was conducted through
 - Face to face/telephone interviews
 - An online survey
 - Discussions/creative workshop with the steering group

Face to Face / Telephone Interviews

- 2.6 The consultation was focused on key representatives of the organisations and sectors listed below, to reflect, where possible, a geographic spread of participants representing both the Lowland and Highland canals.
- 2.7 Those selected for interview all had an understanding of / or involvement in canals. 29 in depth interviews were drawn from:
 - Argyll & Bute Council
 - British Waterways Scotland
 - Black Prince Cruises
 - East Dunbartonshire Council
 - Edinburgh City Council
 - Highland Canals Steering Group
 - Historic Scotland
 - ISIS
 - Linlithgow Union Canal Society
 - Lowland Canals Steering Group

- Evening Times
- Event Scotland
- Falkirk Council
- Forestry Commission
- Forth Estuary Scotland
- Freight Transport Association
- Glasgow City Council
- Scottish Environment Protection Agency
- Scottish Government
- Scottish Property Federation
- Seagull Trust
- The Waterways Trust, Scotland
- VisitScotland

2.8 The qualitative research and online survey were designed to explore the intents of the policy document. Additional information was sought to identify

- Future opportunities for the canal network in Scotland
- Opportunities to further promote the worth of the Scottish canal network
- Partnership and joint venture opportunities

Online Survey

2.9 An on-line survey, based on the in depth survey questions, was carried out between February and March 2008 and received 43 responses. The survey was aimed at MSPs/MPs, canal users and the general public and assumed that those completing the questionnaire would have some level of knowledge or interest in canals.

2.10 A press release was issued to all local press in the neighbourhood of canals as well as to selected regional and national newspapers. An email providing a link to the survey was sent to all Scottish MSPs and to MPs with a canal in their constituency. A news story was carried on the Scottish Government's website and on the IWAC and British Waterways Scotland websites, with links to the survey. The surveys were completed anonymously.

Planning Workshop

2.11 The steering group contributed throughout the process and at a planning workshop to identify opportunities for advancing the role of canals in Scotland.

Analysis

2.12 A proforma questionnaire was prepared for the face to face and telephone interviews to facilitate the conversations. The interview transcripts were recorded on a spreadsheet for analysis and the findings from the online survey added. From this, emerging themes were identified.

2.13 There were some marked differences in responses from the two channels of research, due largely to the different levels of respondents' knowledge of and engagement with canals. The analysis identified consistent threads in opinions, issues and topics.

2.14 The findings reflect perceptions and opinions and / or actual experiences of those who participated in the research. These are presented under headings which follow broadly the content of *SCOTLAND'S CANALS - an asset for the future*.

3.0 Key Findings: Part One

Perceptions

Scotland's Canals 2002-2008

- 3.1 Respondents were asked what had impressed them about the canal network over the past six years. A significant number applauded the move to a regeneration agenda.
- 3.2 The impact of the Millennium Link and the Falkirk Wheel impressed as did an obvious increase in the use of canals, with boating, walking and cycling as examples.
- 3.3 There were many positive and supportive comments about the strength of the current BWS team, from the Scotland Director through to staff working on the canal.
- 3.4 A disappointment was that regeneration / development was not moving fast enough to capitalise on early success. The lack of moorings and pontoons were among the practical concerns, particularly in the Lowlands.
- 3.5 One area of concern touched upon by respondents was the reorganisation and re-focusing of Scottish Enterprise. At this time it is not known what impact this restructuring will have on Scotland's canals.

In the main, respondents were positive about the progress of canals. Their status within the public sector is a concern, particularly in view of the restructuring of Scottish Enterprise and the transfer of a number of responsibilities to local authorities. The status and role of canals will have to be appreciated for their economic, social and environmental impacts in order to compete with other priorities and demands on resources.

Profile, Engagement and Use

Public / Media Debate

- 3.6 While several respondents believed that awareness of the canal network had increased, this was felt to be among those already engaged in canals in some way, or in communities alongside canals. There was a predominant view that more is needed to be done to increase awareness of the canals, what they offer and the opportunities for their future use.
- 3.7 Respondents felt that there has not been enough public / media debate to raise the profile of canals.

“Enthusiasts know – but the wider public need to be engaged”.

- 3.8 An analysis of press and media cuttings from April 07 - Nov 07 revealed a good spread of positive canal-related news across national and local Scottish media and a few UK national publications, but limited exposure in specialist press.

Increased public and media awareness is important in attracting new, diverse uses and users. Access to quality airtime and print exposure will be aided by presenting canals across more interest areas and demonstrating their different impacts.

Signposting

- 3.9 There was consensus that signposting on and off the canal network could be improved. In particular, improved heritage and historic sites signage was considered a priority. BWS was not expected to be the only body responsible for improving signage. Local Authorities, Sustrans and VisitScotland were suggested as partners for BWS in this area.

- 3.10 An example of good practice was the partnership between The Waterways Trust Scotland, Glasgow City Council and British Waterways Scotland in relation to improvements along the Forth and Clyde Canal in Glasgow. This partnership encouraged local communities to engage with the canal on their doorsteps resulting in 87 new way marker poles and 275 sign plates being installed at strategic points.

Directional and interpretative signage provides the opportunity to raise the profile and importance of canals with a transient audience. With 25 million towpath visits in 2006/2007 there is potential to better inform and influence a vast number of people about the assets at their disposal.

Promotion and Awareness

- 3.11 There was strong support for raising awareness and further promoting the canal network. In particular, awareness beyond enthusiasts and those who live in close proximity to canals, was perceived to be low and that more effort was required to engage the wider Scottish community.

- 3.12 A 2007 study in Scotland by British Waterways, which compared canals as a place to visit during leisure time against other destinations, found that canals and rivers used by boats came last in a group that contained museums, galleries, zoos, wildlife parks and farms, historic houses, castles and other monuments, woods and forests, parks and gardens and the seaside.

Continued investment in the promotion and awareness of canals is essential in ensuring that canals remain in the forefront of peoples' minds – particularly outwith major events and capital projects.

Local School & Community Engagement

- 3.13 Respondents believed there was a myriad of opportunities to engage with local schools and communities. Environment and heritage were cited as the best subjects for engagement. Most online respondents were unaware of specific schools or community projects.
- 3.14 Engaging with schools, young people and the community was seen generally as the way to raise awareness and appreciation of canals.
- 3.15 While awareness of schools and community canal activity was varied, there is, indeed, extensive education and community engagement, particularly through The Waterways Trust which works with BWS.

Engaging with local communities and schools, particularly through subjects such as the environment and heritage is strongly endorsed. The post jointly funded by BWS and Historic Scotland is already promoting the canals' heritage and is indicative of the type of investment that can make a real impact on awareness, engagement and appreciation of the canals in their communities.

Opportunities for Activities

- 3.16 There was a high awareness of opportunities to engage in activities on and along canals in Scotland. Walking, boating and cycling were the main activities Respondents were aware of increased activity on and along the canal in the last five years, including more walking, cycling, boating, running, fishing and rowing.

This was a practical and positive endorsement of the increased awareness and use of canals and the varied activities they are fostering.

Infrastructure

Development Planning

- 3.17 BWS has helped in the regeneration of 500 acres of derelict land, now supporting more than 1,000 new homes and 100,000 sq ft of commercial property.
- 3.18 The second National Planning Framework (NPF2), published in January 2008 by the Scottish Government as a discussion document, is a vehicle for a national debate on the place Scotland should be. NPF2 will direct Scotland's spatial development to 2030 and sets out strategic development priorities to support sustainable economic growth.
- 3.19 A number of respondents welcomed the greater prominence given to canals in the NPF2 discussion draft as recognition of a role for canals in developing Scotland's economy. Indeed, from a short reference in the original National Planning Framework (NPF) Scotland's canals are identified as having (or the potential to have) a positive impact on:

- Freight transport
- Mixed use development
- Flood reduction
- Health
- Biodiversity
- Strong Communities
- Economic opportunity
- Recreation

3.20 During the research, respondents were invited to give their views on the effectiveness of the current planning system. Some local authorities were highlighted as using the planning system effectively, Highland, Falkirk, Glasgow and East Dunbartonshire Councils, in particular.

3.21 While there was comment that the Millennium Link would not have been delivered had planning not been flexible enough, there is a general perception that more needs to be done to provide support to the local planning framework and to raise the importance of canals within this.

3.22 The need for education or guidance around the role that planning could play in canal development is illustrated in comments such as:

“Local Authorities don’t understand planning considerations for canals”

“Canals could have a separate planning document”

“We need planning to be an enabler not just a regulator”

Development planning is important in protecting, enhancing and optimising Scotland’s canal network. A robust, consistent and understanding approach to planning across Scotland is required if the most is to be made of the opportunities the canal network offers for public and private sector engagement and investment.

Disability Access

3.23 Most respondents in the face to face and telephone interviews suggested there was adequate access for people with disabilities and that accessibility had improved. However, there was recognition of problems relating to towpath facilities and lock gates. Online responses were equally divided on the assertion that access was adequate for people with disabilities.

3.24 The Seagull Trust was awarded the Queen’s Award for voluntary service in 2007 recognising outstanding achievement by a voluntary organisation. Scotland’s First Minister Alex Salmond said that this recognition was a reflection of the high quality of service provided to enable disadvantaged and disabled passengers to cruise on the Union, Forth and Clyde and Caledonian Canals and to travel through countryside that would otherwise be inaccessible.

3.25 The Lowland Canals have a disabled access forum and BWS is establishing a similar group in the Highlands.

Access to canals has improved and there are excellent opportunities for people with disabilities to enjoy the network, particularly through organisations such as the Seagull Trust. While the infrastructure of canals presents some physical barriers, it's alleviated by other means of accessing and enjoying canals and their surrounds.

Freight Transport

- 3.26 On freight transport, there was a marked difference in opinion between respondents in the individual interviews and those contributing online.
- 3.27 Individual interviewees were highly sceptical about the opportunities for freight due to the
- lack of infrastructure
 - just-in-time business culture
 - economics of viability for business
 - perception of freight as a niche market
- 3.28 Online respondents were more positive about the opportunities for freight, all canals receiving positive endorsements for this use.
- 3.29 A Scottish Government feasibility study concluded that there was potential for transporting freight on the Caledonian Canal. A number of respondents believed that opportunities had been lost on the Caledonian Canal in the past and that more political support was required to exploit opportunities.

There was considerable doubt about the potential for freight transport on Scotland's canals from the in depth interview group, those closest to the practicalities and economics of canals. While there was scepticism, though, there was little disagreement about the use of canals for freight.

Environment

Wildlife / Fish / Fauna

- 3.30 There was a strong perception that canals are places of biodiversity.

Sites of Special Scientific Interest (SSSI)

- 3.31 Dullatur Bog was the most frequently mentioned SSSI, followed by Possil Marsh and the Kelvin Valley.

Millennium Link Coarse Fishing Waters

- 3.32 Awareness was low that the two canals of the Millennium Link were the only waters in Scotland to be designated coarse fish waters under the European Directive on Freshwater Fisheries.

Ancient Monuments

- 3.33 Awareness that Scotland's canals were Scheduled Ancient Monuments was higher among those consulted personally than those who participated in the online survey.

The subject of environment was noted across a number of areas as being a means to raising awareness of canals and engaging with communities and schools. It was evident throughout the discussions that canals were considered important places of biodiversity and there is a wish to see that any future development is sensitive to protecting the canal environment.

Canals have an important role in educating future generations about protecting and enhancing the environment.

Public Sector Linkage

- 3.34 SCOTLAND'S CANALS: *an asset for the future* expressed expectation of increased involvement in canals by public sector bodies. The extent of awareness of the role key organisations play in protecting and enhancing Scotland's canals was tested.

VisitScotland

- 3.35 The vast majority of respondents were unaware of VisitScotland's engagement and felt that the national tourism marketing body could do a lot more with canals, including engaging in the Highland Canal Steering Group, promoting canal activity in marketing materials and being more involved generally in marketing canals as a visitor asset.

“Waterways [are] not in VisitScotland’s strategic plans – they are a low priority.”

- 3.36 Visitor/tourism related investment and development was considered key in maximising the potential of Scotland's canals.

- 3.37 SCOTLAND'S CANALS: *an asset for the future* is explicit in the role that it expects VisitScotland to play:

“It is (therefore) important for VisitScotland and the industry to work closely with BW, to develop a product that will attract tourists – both from home and abroad, encourage return visits and thus benefit canal-side economies.”

- 3.38 The vast majority of perceptions of the key stakeholders and those contributing online did not match this expectation.

VisitScotland is not perceived to be as engaged in optimising the benefits of the canal network as it could be. While it is encouraging that there has been a relocation of an area tourist office to the Falkirk Wheel there is, nevertheless, a

strong demand for VisitScotland to play a more active role in the strategic and operational promotion of Scotland's canals.

Scotland's Local Authorities

- 3.39 Most respondents believed that local authorities had become more engaged in the development of canals, although there was no consistency in their involvement, in terms of the quality and depth of local engagement.
- 3.41 Falkirk, Edinburgh, East Dunbartonshire, Highland and North Lanarkshire councils were recognised as being particularly engaged while Glasgow, Argyll and Bute, West Dunbartonshire and West Lothian were perceived as could be doing more.
- 3.42 In some instances, Glasgow for example, it was clear that external perceptions did not reflect the actual level of commitment and engagement.

Local Authorities have a vital role in the protection and enhancement of canals in their areas. Appreciation and engagement are growing stronger but there is a need to ensure that canals are recognised as strategic local/national assets especially at a time when additional responsibilities and budget pressures are being placed on local authorities.

British Waterways Scotland

- 3.43 The vast majority of respondents believed British Waterways Scotland was as engaged as it should be, although fewer than half believed the canals were being managed effectively. In the qualitative conversations British Waterways Scotland's strong, purposeful leadership was a pre-requisite for further progress in making the most of Scotland's canals. It was clear that others, particularly public bodies, are prepared to follow, but not necessarily lead waterways-related initiatives.

On the whole, British Waterways Scotland is well regarded.

Historic Scotland

- 3.44 Respondents were equally divided on awareness of the tangible engagement of Historic Scotland in Scotland's canals. Many felt that the canals' heritage offered excellent opportunities to promote the network, engage local communities and raise the profile through events and signage, for example. Historic Scotland and BWS jointly fund a post of Heritage Officer to encourage partnerships between BWS and Historic Scotland.

Inland Waterways Advisory Council

3.45 Awareness of IWAC was low among all respondents.

The Waterways Trust

3.46 Awareness of the work of the Waterways Trust was relatively high.

The Scottish Environment Protection Agency (SEPA)

3.47 A small majority of respondents believed that SEPA was as engaged as it should, although a high proportion indicated that they did not know.

Scottish National Heritage (SNH)

3.48 A slight majority of respondents perceived SNH to be as engaged as it should be, but again, many did not know.

Sportscotland

3.49 Few respondents believed that Sportscotland was as engaged with canals as it could be.

The Scottish Government

3.50 Respondents were equally divided in their awareness of the Scottish Government's engagement in canals.

British Waterways Scotland Group

3.51 Awareness of the activities of the Scotland Group was higher among interviewees than online respondents.

Other

3.52 Interviewees were asked which organisations needed to be more involved in canals. The leading responses were:

- Visitscotland
- The private sector
- Scottish Enterprise
- SNH

Awareness of the several and varying public sector roles is fragmented and limited. A number of public bodies are engaging in canals in interesting ways and while there is enthusiasm to engage, it is clear that the leadership must come from BWS. Public sector organisations could make more of their engagement in canals in terms of profile raising.

Private Sector Engagement

Private Sector Opportunities

- 3.53 Respondents considered that most private sector opportunities for engagement in canals related to
- pubs, restaurants / bistros
 - housing
 - holiday boats and leisure crafts
 - hotels
 - green space development
 - cycle hire
 - marinas

Support for private sector involvement was strong, and there is recognition that canal side development adds a significant premium to the value of the network.

Miscellaneous

BWS Staff

- 3.54 Generally, BWS staff visibility on and around the canals was recognised and appreciated.

British Waterways Scotland Annual Meeting

- 3.55 Very few of the respondents had attended the BWS Annual Meeting.

Safety

- 3.56 The majority of respondents expressed confidence in BWS' ability to provide a safe environment on and around canals.

User Group Harmony

- 3.57 Scottish Canals has a Scottish Canal Development Group and two geographically-based steering groups, for the Highland and Lowland canals.
- 3.58 Respondents believed that BWS did its best to encourage harmony between user groups and in the main were appreciative of the difficulties BWS faced in dealing with competing interests.

The status of the Lowland Canal Steering Group is being reviewed by BWS. From the interviews it was clear that communications with BWS had improved in recent years and those purposeful fora should be retained.

4.0 Summary Conclusions: Part One

4.1 In conclusion the key assertions are that

- *The Scottish Government's policy framework is being delivered successfully*
- *There is positivity about the canal network and recent progress*
- *There is a need for increased promotion of canals, what they offer and the benefits they bring to Scotland/local communities*
- *Signage should be improved.*
- *The environment and heritage are key areas for engaging with schools and communities*
- *Canals should have a stronger status in development*
- *Access to canals has improved and there are excellent opportunities for people with disabilities to enjoy the network*
- *There is scepticism about the potential for freight transport on Scotland's canals*
- *There is a need for wider public sector engagement - particularly VisitScotland - in promoting/supporting canals,*
- *Local authorities have an important role in the protection and enhancement of canals in their areas and should be seen as strategic priorities*
- *British Waterways Scotland is well-regarded*
- *There is strong support for further private sector involvement and investment*

5.0 Key Findings: Part Two

Looking To The Future

- 5.1 A further purpose of the Liddell Thomson review was to look to the future to see what the key opportunities were for canals. Unprompted, respondents offered a diverse range of suggestions on what could be done and what improvements to the network were needed: This included;

Improving canal infrastructure and facilities:

- more moorings, improved towpaths, later opening times for bridges and locks
- develop a canal quarter in Glasgow
- expand the network through canal extensions
- develop a link to Bo'ness Harbour
- link Port Dundas into Glasgow City Centre

Utilising capital projects

- make the most of the Helix project to promote awareness
- develop the canal network through the River Leven to Loch Lomond to help flood prevention and stimulate regeneration

Encouraging commercial development along the canal network:

- include offices, pubs, leisure facilities and general businesses
- balance development/environment considerations

Developing events to raise awareness

- engage EventScotland, Scottish Enterprise, local authorities and VisitScotland with BWS

Boating

- increase opportunity for visitor boat trips, holiday craft and water taxis

Improving general maintenance

- dredge the Union Canal
- improve canal paths

- 5.2 Other suggestions included increased investment in marketing and raising awareness of canals, improving signage and improving tourism facilities.

Development planning has a crucial role in delivering many of these opportunities.

Raising Awareness and Appreciation

5.3 Respondents were asked how canal appreciation and awareness could be raised.

More / better promotion and marketing of canals

- create destinations along the canal
- promote that the canal has space for everyone
- market the canal through VisitScotland
- advertise on TV

Generating media coverage

- target supplements

Events

- use events to stimulate awareness and appreciation of canals

Working with schools / young people

- encourage volunteering
- relate canals to their communities/ provide regular information to schools and community groups

Heritage

- make better use of historical buildings/features

Signage

- provide more and better signage / provide interpretative environmental signs / increase heritage interpretation facilities

The many suggested methods of increasing awareness and appreciation are all - at some level – being undertaken. However, a more coordinated approach is required to create momentum and scale of activity to increase exposure and reach wider audiences.

Sources of Funding

5.4 Respondents were asked to name other potential sources of funding for canals. In the main, there was little qualitative feedback as to specific funds that could be targeted and few innovative suggestions. The main sources suggested were Europe, the Scottish Government, local authorities, the private sector and Lottery funding.

Outwith the traditional sources of funding, there is support and potential for private sector investment.

6.0 Summary Conclusions: Part Two

- 6.1 *There are exciting opportunities for the future of canals in Scotland. Key are:*
- *further development and improvement of the infrastructure*
 - *an appreciation of canals' strategic economic, social and environmental importance*
 - *wider public and private sector engagement and investment*
 - *increased promotion of the role and benefits of canals*

7.0 Report Conclusions

- 7.1 Respondents demonstrated various levels of awareness and appreciation of Scotland's canals. While good progress is being made in fulfilling the aspirations of *SCOTLAND'S CANALS: an asset for the future* there is both appetite and opportunity for increasing and maximising the roles of canals economically, socially and environmentally.
- 7.2 The research demonstrates that Scotland's canals are contributing to the strategic aims of the Scottish Government, but more definitive evidence is required to provide an even more firm foundation for attracting the levels of investment and engagement that will be required to make the most of the opportunities the canal network offers.
- 7.3 A priority for British Waterways Scotland, as an agent of the Scottish Government, should be a formal measure of the economic, social and environmental contribution that canals make to the success of Scotland, with a process for regularly monitoring and measuring progress.
- 7.4 Also, there is opportunity for more closely linking the marketing and promotion of the use of the waterways network to Scottish Government agendas in health, education, the economy, culture and so on.
- 7.5 There is an appetite for private sector engagement in canals both as a source of funding and in providing facilities and amenities that will enhance the canal 'offering'.
- 7.6 Fast, sure and empathetic development planning, carefully balancing economic and environmental considerations, could unlock the potential of waterways through physical transformation on and around canals and facilitating commercial opportunities for the private sector.
- 7.7 Effective planning could help to develop effective partnerships, raise awareness of new opportunities, attract new investment and stimulate increased engagement of local authorities and other public sector bodies.
- 7.8 Retaining and attracting freight and other commercial on-water business use, particularly on the Highland Canals, is important. To do this, there is a need to address negativity and cynicism about the potential for freight among key stakeholders, business audiences and influential third parties.
- 7.9 Canals are widely recognised as places of biodiversity and thus there are opportunities to build on this perception to enhance the reputation of canals as interesting and diverse places to visit.
- 7.10 Effective community engagement is important for the profile and sustainability of canals with the environment and heritage attractive topics of engagement.
- 7.11 The canal network, not least the Falkirk Wheel, has enormous potential as a 'stage' for local, national and international events and a creative, ambition strategy is required to exploit the potential.

- 7.12 A consistent signage strategy could help to raise the profile and create personality around canals as well as stimulate partnerships with stakeholders.
- 7.13 British Waterways Scotland staff are considered as assets and there is an opportunity to use them as ambassadors to support the positive profile of canals.
- 7.14 Public sector linkage, as outlined in the Government's document, are key for the future of canals. VisitScotland is one particular public sector agency where there are untapped opportunities for more productive engagement. As British Waterways Scotland seeks to ensure that canals are recognised across agendas such as the economy and health, Local Authorities should also recognise the role that canals have to play in helping them to deliver their commitments to customers and partners.

8.0 Emerging Themes

8.1 While there was a wide breadth and depth of comment, four strong themes emerged from the research. We have headlined these as:

- Economic and Social Catalyst
- Unlocking Potential
- Raising Awareness
- Maximising Public, Private and Voluntary Sector Engagement

<p>Economic & Social Catalyst</p> <p>Establishing the credibility of the canal network as a catalyst for social engagement and economic growth</p>	<p>Unlocking Potential</p> <p>Utilising the development planning system to unlock the infrastructure potential of canals</p>
<p>Maximising Private and Public Sector Engagement</p> <p>Building effective relationships based on synergies, in order to attract funding and develop shared agendas</p>	<p>Raising Awareness</p> <p>Stimulating and promoting opportunities, awareness and use of canals through Strategic Communication Public Relations and Marketing</p>

8.2 These themes can provide a focus for supporting the delivery of the Scottish Government's economic agenda and take forward the aims set out in *SCOTLAND'S CANALS: an asset for the future*.

9.0 Recommendations

Economic & Social Catalyst

Establishing the credibility of the canal network as a catalyst for social engagement and economic growth

Economic & Social Catalyst

- 9.1 To encourage increased use, stimulate development and raise awareness of canals, stakeholders require confidence in the value of canals both in economic and social terms.
- 9.2 The Department for Environment, Food and Rural Affairs (DEFRA) and IWAC are preparing to carry out a major study of the benefits of inland waterways and canals in England and Wales. An equivalent qualitative and quantitative study of the Scottish network would be invaluable in establishing the credibility of the canals as a catalyst for social engagement and economic growth. It would also provide founding evidence for future private and public sector investment.
- 9.3 British Waterways Scotland is clear that canals can facilitate a number of Government agendas. The Scottish canal network needs to demonstrate how it can deliver for the public and private sectors across the programmes it purports to assist.

Unlocking Potential

Utilising the development
planning system to
unlock the infrastructure potential
of canals

Unlocking Potential

- 9.4 Respondents saw numerous opportunities for physical development around canals embracing leisure/tourism, commercial and residential investment.
- 9.5 The Scottish Government's National Planning Framework 2 (discussion draft) recognises the importance of canals in a planning context and their potential to make a significant and future contribution to the economy, the environment and to health.
- 9.6 However, our research suggests that the existing planning framework is not helpful in unlocking potential and that local authorities require clearer guidance and support.
- 9.7 To achieve this it is recommended that, in areas of Scotland with canals
- Local Authorities are required to have a **canal development strategy** embedded in their Local Plans
 - Canals are retained as a national priority and should be covered by Supplementary Guidance in the form of a **Supplementary Planning Policy (SPP)** for canals
 - SPPs provide statements of Scottish Government policy on nationally important land use and other planning matters, supported where appropriate by a locational framework
 - The provision of a **Planning Advice Note (PAN)** on canals to recognise the national importance of canals for health, environment, economy etc and to provide advice on good practice.
- 9.8 These recommendations would allow for parity of approach and support in planning across the canal network.

Maximising Private and Public Sector Engagement

Building effective relationships based on synergies, in order to attract funding and develop shared agendas

Maximising Private and Public Sector Engagement

- 9.9 The development and management of canals is not the sole responsibility of BWS, but the organisation has begun to prove itself a dynamic and supportive initiator and promoter of ideas and initiatives engaging both private and public sectors.
- 9.10 The energy, enthusiasm and leadership of BWS is crucial in driving the maximum benefits from the canal network. These cannot be realised without a willingness within BWS and in the Scottish Government to facilitate investment and engagement where it can add real value to the canal network itself, or to Scotland's canal communities.
- 9.11 There is a particular need for BWS and VisitScotland to maintain a close and mutually supportive dialogue – BWS leading in quality and choice of visitor facilities, experiences and destinations and VisitScotland supporting the marketing and promotion of the waterways.
- 9.12 There is an opportunity to engage at a strategic level with VisitScotland through its Tourism Prospectus - Investing for Growth. This document outlines VisitScotland five drivers for growth
- Capacity utilisation
 - Cross – selling
 - Market positioning
 - Incremental marketing
 - Capital investment

This could provide the means for developing a shared agenda for canals.

- 9.13 The proposed economic and social study also provides BWS with an engagement tool to potentially strengthen existing and foster other new relationships.

Raising Awareness

Stimulating and promoting
opportunities, awareness
and use of canals through Strategic
Communication
Public Relations and Marketing

Raising Awareness

- 9.14 There is a need to stimulate awareness and appreciation of the Scottish canal network and highlight its contribution to delivering wider public policy objectives. A number of levers are available for promoting awareness of canals, including events, signage, press and media exposure and community engagement.
- 9.15 It is recommended that a comprehensive, cohesive national canal awareness campaign, based on planned, targeted communication is undertaken by BWS. A campaign-style approach, engaging partners and stakeholders, would create a sense of shared mission and momentum that is lacking at present. It would be prudent to align the campaign with relevant Government agendas in economy, health, environment, communities etc.
- 9.16 Our interviews indicated that the canal network's profile increased after major events, such as the opening of the Millennium Link. The development of the Helix could be a focal point for raising the profile of the whole network.
- 9.17 Such a campaign needs to engage key partners and stakeholders from planning stage to embrace their support, to leverage resources, to share networks and to co-ordinate communication routes and tools.

Appendices

Appendix 1: Participants

British Waterways

- Dr Campbell Christie
- Steve Dunlop
- Richard Millar
- Mark Smith

Local Authorities

- Gerry Baker, Edinburgh City Council
- Sue Bruce, East Dunbartonshire Council
- Maureen Campbell, Falkirk Council
- James McClellan, Argyll & Bute Council
- Brian McGraw, Glasgow City Council
- Geoff Robson, Highland Council

Scottish Government

- John Ewing
- Margaret Horn (Ian Farmer and Pam Stott)

Other Stakeholders

- Campbell Black, Elphinstone¹
- Malcolm Cooper (Dr Allan Rutherford and Sarah Govan), Historic Scotland
- Gordon Daly, Seagull Trust
- Riddell Graham, VisitScotland
- Prof John Hume, The Waterways Trust Scotland
- Robert Hunter, Forth Estuary Forum
- Torquil Macleod, Event Scotland
- Stuart Ogg, Lowland Canals Steering Group
- Ken Ross, Scottish Property Federation
- Ronnie Rusack, Seagull Trust
- Alan Leal, Black Prince Cruises
- Andy Leitch, Forestry Commission
- Jim Lonie, Linlithgow Union Canal Society
- Iain Lundy, Evening Times
- Mark Ryder, ISIS
- Gavin Scott, Freight Transport Association
- Dr Chris Spray, SEPA,
- Charlotte Wright, Highland Canals Steering Group

¹ Creative workshop participant only

Appendix 2: Bibliography

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- Preparing for Tomorrow, Delivery Today: Freight Action Plan for Scotland
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- SCOTLAND'S Canals: an asset for the future
- Splash: News form the Waterways Trust *Scotland* summer2007
- SUSTRANS: Annual Review 2006
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Appendix 3: Interview Questionnaire

AIMS AND STRATEGY		Question	Evidence	Source
	Generic questions	What is your involvement / relation / connection to canals?		
	Generic questions	Are you aware of the Scottish Govt's policy document Scotland's Canals: an asset for the future?		
	Generic questions	What Orgs are responsible for protecting and enhancing the future of canals?		
	Generic questions	What has impressed you most about the canal network in the last 5 years?		
	Generic questions	What has disappointed you most about the canal network in the last 5 years?		
2.2	We want to encourage debate over the regeneration, sustainable development and leisure potential the network offers	Do you think there has been public / media /other debate around the potential for development and leisure activity of the Canal network in Scotland?		
2.3	Stimulate links between government departments and public bodies to give context to private/voluntary contributions to canals	Do you think the document has stimulated links between Govt depts and public bodies to give context to private / voluntary contributions to canals		
REGENERATION, PLANNING AND DEVELOPMENT				
3.5	Effective use of the planning system and a partnership approach	Do you think local authorities are fully engaged in the development of canals in their area?		

AIMS AND STRATEGY		Question	Evidence	Source
		Do you think there is an effective use of the planning system?		
3.8	Local authorities to take positive account of the potential use and development of canals in their area	See 3.5		
3.13	Examine the opportunities for funding Local Support Officers to ensure that communities take full advantage of the resource and opportunities offered by the canal in their midst	Desk research		
3.14	We shall look to the planning authorities to work with BW to develop planning briefs and guidelines to ensure opportunities are not lost	See 3.5		
3.19	Safety is at the top of BW's agenda and the more canals are used, and supervision levels increase, so should the risk of serious accidents decline An important element of the education strategy is building strong relationships with local schools, and in so doing developing canal awareness and safety among young children	Do think BW provides a safe environment on/ around canals?		
3.23	The government wishes to encourage walking in both rural and urban areas; local routes linked with medium distance walks and other long-distance routes	Are you aware of opportunities to walk / do activities along the canal side in Scotland?		
3.24	Increased prospects for using canals as waterborne public transport	Desk Research / Question for BW		
3.29	Plans/ideas to stimulate freight movement on canals will be welcomed	What are the opportunities for moving more freight transport onto Scotland's canals?		
3.30	Local authorities to take positive and adequate account of the canal in formulating transport plans, to include the role of the towpath as a safe route for cycling and walking as well as the use of the waterway for passenger and freight transport	See 3.5		
3.31	Awareness of the canals as a haven for wildlife, fish, fauna etc	Do you perceive the canal network as a haven for wildlife / fish/ fauna etc?		

AIMS AND STRATEGY		Question	Evidence	Source
3.32	Awareness of Sites of Special Scientific Interest	Are you aware of any sites of scientific interest along the canals?		
3.33	Awareness of Millennium Link canals as only coarse fish waters in Scotland under the European Directive on Freshwater Fisheries	Are you aware of the Millennium link as the only coarse fishing waters in Scotland under the European Directive on Freshwater fisheries?		
3.36	Improve signage and interpretation alongside canals, so users can become more aware of the waterways' biodiversity. People to be encouraged to visit towpaths as natural habitats	See 3.45		
3.41	VisitScotland and the tourism industry to work closely with BW to develop a product that will attract tourists from home and abroad and encourage return visits. >Canals included in tourism publications and wider campaigns >Information on tourist attractions, public transport and car/bike hire available throughout the network >Information about all Scotland's canals and boat licensing options available at points of entry to the network >Improved canal-side facilities	Are you aware of VisitScotland's role in promoting tourism to canals on Scotland – can you provide examples of work / partnership?		
3.44	Working with Sail Scotland, Waterway Holidays UK and VisitScotland BW should investigate how best to promote connections from the marinas, ports and berths around the coast and estuaries of south and central Scotland, into the Highlands	Desk research with BW		
3.45	Multi use of the canals has, almost as a prerequisite, certain requirements:	Is the Canal Network in Scotland adequately signposted / informative?		

AIMS AND STRATEGY		Question	Evidence	Source
	<ul style="list-style-type: none"> > Information to tell people what is available along the network, and where. > Information to help people understand the heritage around them. 			
3.46	<p>Work in partnership with the private and public sectors to provide:</p> <ul style="list-style-type: none"> > good signposting; > circular routes; and > accessible information on things to do and see 	See 3.45		
SECTOR AND COMMUNITY INVOLVEMENT				
4.3	Ensure convenient access for people with disabilities	Do you think the canal network has convenient access for people with disabilities?		
4.4	Encourage schools and community groups to use the canals and their environs wherever possible. This can be for educational, sporting or recreational reasons. Education in water safety will underpin this work	What opportunities exist for local schools / local communities around canals?		
4.5	Co-ordinate the creation of user groups to encourage an understanding of the needs of particular waterway related activities and a harmonious relationship between competing interests	<p>Do you think BW encourages harmony between the competing interests of user groups of the canals?</p> <p>Evidence from BW to support this needed</p>		
4.6	Partnerships with police on security and management of conflict	Desk Research / question for police		
4.7	Information and public awareness are	Do you think the Canal network is adequately		

AIMS AND STRATEGY		Question	Evidence	Source
	critical in maximising the use of the network. If visitors to the canals are unaware of the facilities or resources available, they may leave disappointed or earlier than they otherwise would. This may be avoided through: <ul style="list-style-type: none"> > improvements to signposting; > increased and accessible publicity on local heritage, wildlife and leisure opportunities; > the creation of Local Support Officers (through the Heritage Lottery Fund (HLF) and possibly Scottish Natural Heritage); > the siting of Healthy Living centres on or near the canal; and > the creation of local, circular routes using canal tow paths 	promoted / and awareness raised of opportunities around it? Examples		
4.8	Build links with sportscotland to develop the relationship between informal activity and regular participation in sports	Desk research and question for BW and Sportscotland		
SECURING THE EXISTING CANAL SYSTEM FOR THE FUTURE				
5.17	Provision of a service to the many and varied users of the canals. This service ranges from operation of structures such as the sea locks and moving bridges to the operation of The Falkirk Wheel. It also includes the provision of information to help people understand how the canals work and how to get the best from them. The presence of BW staff on the towpath also adds assurance and security to the users	Do you think BW staff are visible in and around the canals?		

AIMS AND STRATEGY		Question	Evidence	Source
LINKS BETWEEN PUBLIC SECTOR BODIES				
6.7	Awareness and activity of BW Board and BW Scotland Group	Are you aware of the activity of the BW Scotland Group?		
6.8	Effectiveness of Annual General Meetings	Have you attended the BW Scotland AGM – Do you find it effective?		
6.9	Awareness of IWAC and its role	Are you aware of the work of IWAC?		
6.11	Level of partnership working with local authorities, local enterprise companies and other agencies The Scottish Government looks to local authorities to consider the role canals can play in development plans	For LA see 3.5 (for LE see next q) For LA see 3.5		
6.12	Examples of assistance and engagement with Scottish Enterprise >Helping new start businesses >Supporting and developing businesses >Helping people gain skills and knowledge for meeting economic needs now and in the future >Helping Scottish businesses develop a strong presence in the global economy	Desk research. Qu. for BW / Scottish Enterprise		
6.13	Canals featured in Local Enterprise Company strategic plans Job creation in canal-side communities through partnership working	Desk Research		
6.15	Collaboration on	Desk research. qu for SEPA /SNH		

AIMS AND STRATEGY		Question	Evidence	Source
	business/environmental/EC issues (SNH/SEPA)			
6.16	Examples of assistance and engagement with VisitScotland >Increasing visitor expenditure >Increasing season spread of expenditure >Developing tourism outside main tourism areas >Increasing competitiveness by promoting quality and value for money	See 3.41		
6.17	The Scottish Government expects VisitScotland to work with BW and use these events to promote Scotland's canals as a 'niche' market and to promote Scotland itself as a tourist destination	See 3.41		
6.19	Awareness that four of Scotland's canals are designated as Scheduled Ancient Monuments (Caledonian, Crinan, Forth & Clyde and Union) Listed nature of canal-side properties	Are you aware that four of Scotland's canals are scheduled ancient monuments?		
6.21	Local, national and international awards for canals in Scotland since 2002	Desk research		
6.23 6.24	Examples of assistance and engagement with Scottish Natural Heritage >Conserving and enhancing Scotland's natural heritage >Educating people about Scotland's natural heritage >Facilitating enjoyment of the national heritage >encouraging sustainable development >Success of joint ranger services and projects	Desk research / Qu for SNH		
6.25	Examples of assistance and engagement with SportScotland The expansion of opportunities for all to	See 4.8		

AIMS AND STRATEGY	Question	Evidence	Source
<p>participate in sport and leisure is an important Scottish Government objective. The Scottish Government believes SportsScotland and BWS should work together to:</p> <ul style="list-style-type: none"> > Encourage the development of sport facilities on or adjacent to canals e.g. through the use of sports development officers; > Encourage informal use of the canals as well as participation in more organised sporting activity such as rowing; and > Improve facilities to allow, for example, easy launch of canoes. 			
6.26	Awareness of the charitable work of the Waterways Trust	Are you aware of the work of the waterways Trust	
	CLIMATE FOR PRIVATE SECTOR INVESTMENT		
7.2	<p>Private sector awareness of business opportunities</p> <ul style="list-style-type: none"> >Property development opportunities >Sale of water >Telecommunications >Tourism >Other >Partner ships >Public sector pump priming 	What private sector engagement / involvement opportunities do you see around canals?	
	Generic future		
	Generic future	What opportunities do you see for canals in the next 5 years?	
	Generic future	What would further improve the canal network?	

	AIMS AND STRATEGY	Question	Evidence	Source
	Generic future	What other organisations should be involved in canal development that currently are not?		
	Generic future	How do you think awareness and appreciation of Scotland's canals could be raised?		
	Generic future	Where could new sources of funding come from for developing the canals?		

Do you believe the following public bodies are as engaged as they might be in developing the use of waterways in Scotland?

	Yes	No	Don't Know
The Scottish Government			
Scottish Natural Heritage			
SEPA			
Historic Scotland			
British Waterways			
sportscotland			
Argyll & Bute Council			
East Dunbartonshire Council			
Edinburgh City Council			
Falkirk Council			
Glasgow City Council			
Highland Council			
North Lanarkshire Council			
West Dunbartonshire Council			
West Lothian Council			

Are you aware of VisitScotland's role in promoting visitors to Scotland's canals?

Yes	No
-----	----

From your experience, do you believe that the current planning system encourages and supports the increased use of canals?

Yes	No	Don't Know
-----	----	------------

Taking into account the diverse use of and access to canals, do you feel that, in the whole, it is effectively managed at present?

Yes	No	Don't know
-----	----	------------

Do you believe there is potential for further freight traffic on Scotland's canals?

Yes No Don't Know

Caledonian Canal
Crinan Canal
Forth & Clyde Canal
Union Canal

Are British Waterways staff visible around the canals?

Yes No Don't Know

Are you aware of the British Waterways Scotland Group?

Yes No Don't Know

Have you attended a British Waterways Scotland AGM?

Once More than Once Annually Never

Did you find the event informative?

Yes No

Comment.....

Are you aware of the charitable work of The Waterways Trust Scotland?

Yes No

Are you aware of the work of Inland Waterways Advisory Council (IWAC)?

Yes

No

How could more use be made of Scotland's waterways in the future?

.....

What would most improve the canal network?

.....

How could awareness and appreciation of the canal network be raised?

.....

A report by
Liddell Thomson
CONSULTANCY