Welcome

This is the second issue of the Waterways for Growth (WfG) newsletter. Our project is supported by ERDF funding from the European Union Interreg IVB North Sea Region programme. It brings together 15 partner organisations from 6 countries. We are investigating how the multi-functional use of our navigable inland waterways – canals, rivers and lakes – can be developed in a sustainable way to support economic activity. Three themes are being explored:-

Business and new product development
Waterway regeneration
The sustainable management of inland waterways

Update

We’re now well into the middle phase of our project – and partners have been hard at work. Developing the Framework for Inland Waterways has continued, built on through a series of Partner Meetings (in Karlstad and West Flanders), a Waterway Managers Conference in Karlstad, and the Work Package sub groups that have met to look in more detail at themes such as business development and waterway regeneration. These have been complemented by bilateral meetings between partners

Also links have been made with the Interreg IVC Waterways Forward project, with a number of WfG partners also participating in this project.

Coming soon...

WIG Partner Meeting and Workshop
Telemark (Norway)

Date: 2-4 June 2011
For further information contact Dawn Syvertsen; dawn.syvertsen@t-fk.no

WIG Partner Meeting and Workshop
Bremerhaven (Germany)

Date: 29-30 September 2011
For further info contact; Franziska Stenzel stenzel@bis-bremerhaven.de

Contacts

For further information please contact
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www.waterwaysforgrowth.eu

Our partners

British Waterways (Lead Partner)
City of Bradford Metropolitan District Council
Telemark Fylkeskommune
BIS Bremerhaven Touristik

Landsstyrelsen Varmland City of Karlstad Forskogs Municipality Grums Municipality Hammar Municipality Kris Municipality

Gemeente Emmen Gemeente Langeleij Stichting Provincie West-Vlaanderen Stichting Recreatietoervaart Nederland (SRN) Toerisme Scheldeiland Province West-Vlaanderen
“Investing in the future by working together for a sustainable and competitive Region”

The forthcoming WIG partner meeting in Telemark is being held in association with the Langesund Shanty Festival. For more information see www.shantyfestival.com

Norwegian & Dutch versions of the Room 60 / WIG Animation now available. Link to the WIG website www.waterwaysforgrowth.eu to view these.

The British Waterways education website Wild over Waterways (‘WOW’) is to feature the Room 60/WIG Animation as an easy to understand introduction to the issues facing waterways of the future. See www.wow4water.net

Conferring in Karlstad; Sweden shows the way

A meeting of the full partnership was held in Karlstad, Sweden on 22-24 September 2010

It incorporated a mid-project conference on the topic of innovation in the management and development of inland waterways, and was attended by a number of delegates from outside the partnership.

The morning saw a series of case studies on good practice in waterway management:-

Johan Baltes (City of Emmen) spoke on the regeneration of waterway corridors in the context of area development plans

David Lamont (British Waterways Scotland) discussed business improvement programmes for waterways, demonstrating how waterways tie into the Scottish Government’s sustainability agenda

Gerr Berge Nordvoll (Telemark CC) described the process they went through to create the Telemark Regional Park and explained the structure of the organisation set up to manage this new entity.

Anna Mayer of AB Gota Kanaibolag, Sweden told delegates how they have successfully managed to increase visitor numbers to the Gota Canal by a combination of targeted marketing, appreciation of customer needs, and provision of attractions and facilities to attract and retain visitors.

The next session concerned waterways and new communications media. David Lynch from BKC – the Swedish web development agency that designed and delivered the ‘Destination Karlstad’ website www.destinationkarlstad.se explained the philosophy and methods behind selling attractions online in this new media age. Anders Tufvesson from the media consultant TWO then gave us a clear steer towards getting involved in new media such as Facebook and Twitter to enable us to spread the word much more widely.

In the afternoon the conference set to work to address specific questions regarding (1) How to grow freight traffic on small inland waterways; (2) How to generate more income for waterways, and (3) How to deliver cost savings in waterway management.

Waterways on Show

WIG Project Manager Glenn Millar gave a presentation on circular waterway routes at the Belgian Boat Show in Gent on 18 Feb 2011.

The presentation was part of a Seminar organised by Tourism Scheldeland and others focusing on the development of circular cruising routes in Flanders, and Glenn was able to add a UK perspective on this.

At the Seminar, Tourism Scheldeland explained their tourist offer and how they are marketing the region with a focus on the waterways and how they can form part of a package highlighting the cultural, heritage, natural, and culinary delights of the Region.

INe aiming to deliver more freight to Waterways

INE is the European Platform of national and regional waterway managers and promotion bureaux, set up in 2000 with the support of the EU, with the aim of growing freight transport on inland waterways

It advocates water freight transport and provides an interface between the sector and European institutions. INE has a key role in delivering the Platina project, which is an FP7 project concerned with the delivery of the NAIADES Action Programme on inland waterways.

Platina relates to the future development of freight transport and has 5 themes related to:-

- Infrastructure (particularly in relation to the TEN-T network)
- Modernisation of fleets
- Awareness & communications
- Human resources
- The market – removing potential barriers

Although INE has been concerned with freight transport, they realise that freight on water is moved in the context of the wider multi-functional use of waterways.

Ideas are now being considered for a follow-up to NAIADES, which could recognise the multi-functional use of waterways.

This would move INE into areas being explored through Waterways for Growth and create opportunities for joint working and a more integrated approach to develop the opportunities afforded by waterways.

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