

Making the most of the Thames....





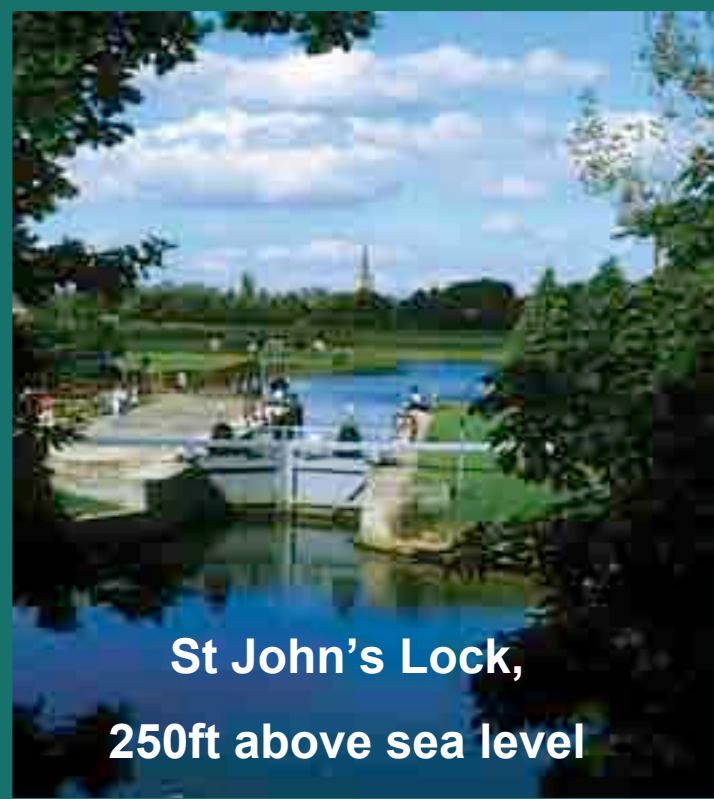
Discover the
riverthames
from Cotswolds to London



Environment
Agency



Environment Agency manages the freshwater Thames: 235kms from Cricklade to Teddington



St John's Lock,
250ft above sea level



Old Father Thames-
St Johns Lock

How much do we spend?

Waterways Budget - 2006/07

Income	£3.7M
Grant	£4.7M
Internal Charges	£2.9M
Total	£11.3M

Environment Agency spend £26M caring for the river.

The Thames for Wildlife ...



- h 65 SSSI's
- h 30 species of fish
- h 60km's AONB

The Thames for drainage



The Thames for water

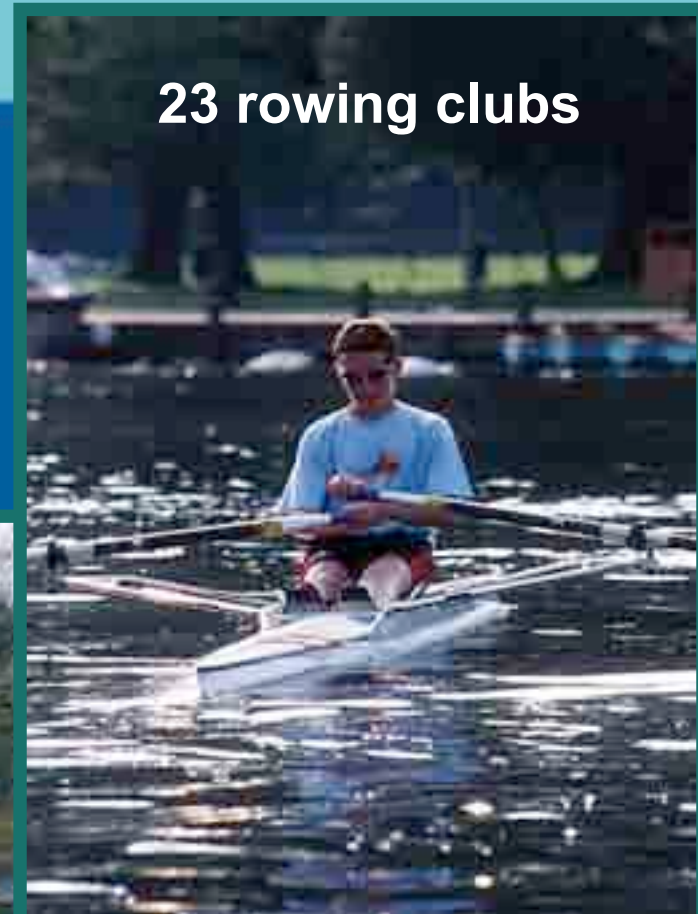


The Thames for Leisure....



- h 28M casual local visits
- h 14M sport/leisure visits

The Thames for Sport ...



All sorts of boats!



**26,000 in
total....**

200,000 Rod Licences



Walking....



Contribution to the economy ...



Tourism generates £204M
supporting 72,000 jobs

Thames Path National Trail

- h Opened in 1996
- h 184 miles (294km's)
- h _ length AONB



Rural & Urban



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Thames Path Management

Management Group

- h 24 Highways Authorities
- h Natural England
- h Environment Agency
- h Tourism South East



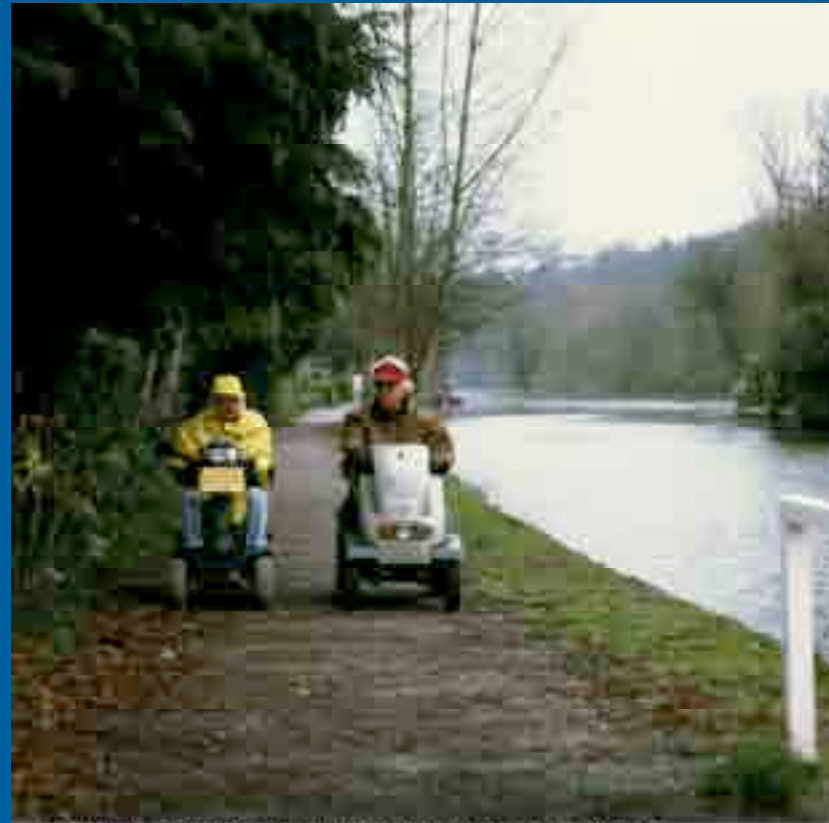
Thames Path Funding

- h 5 staff (Natural England)
- h Maintenance
 - o Highways Authorities up to 25%
 - o Natural England up to 75%
- h Volunteers



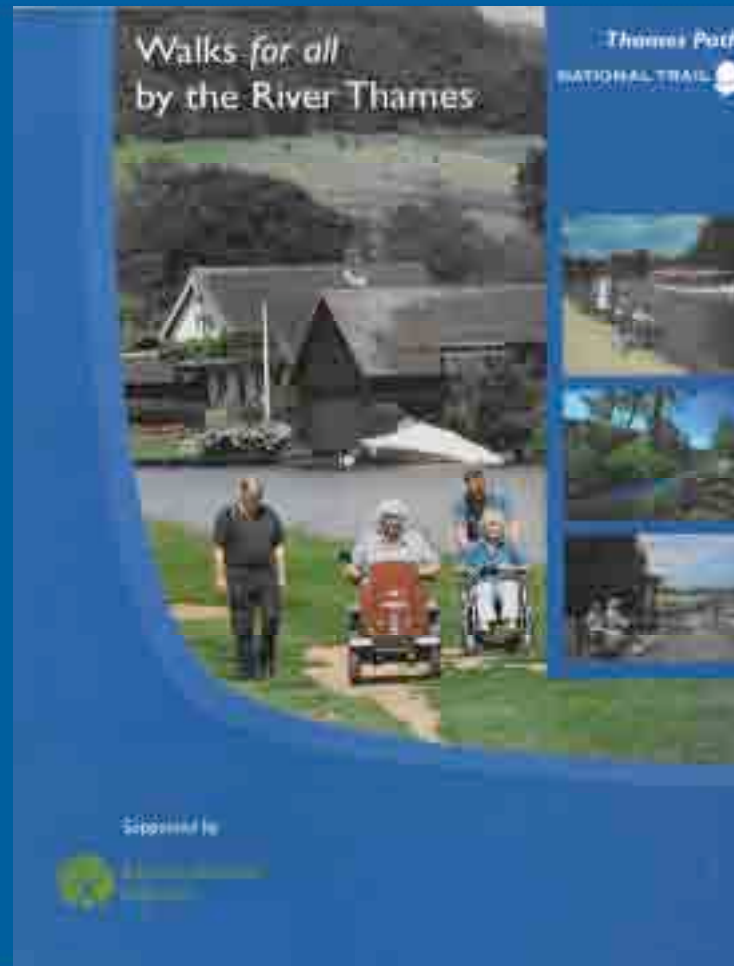
Still Improving...

- h New route creation
- h Safety audits
- h Accessibility
(41% gates accessible)



© Countryside Agency - Photographer Anne-Kaerit Purkdas 03-8143

'Walks for all'



Who uses the Path? (1999)

- h 95% < 1 day, 500,000 user days
- h 5% > 1 day, 26,000 user days
- h Majority local ie < 30 miles
- h Most over 35 yrs
 - o 70% of long distance
 - o 40% of short distance

What do they think? (2005)

- h 70% very good, 23% fairly good
- h Best thing:
 - o 36% love landscape, 19% peacefulness

What do they think? (2005)

- h More of:
 - o 22% more circular routes
 - o 20% better access points
 - o 18% better information
 - o 16% more interpretation panels
 - o 15% more signs
 - o 14% improved surfaces

What do they think? (2005)

- h Less of:
 - o cyclists
 - o rubbish

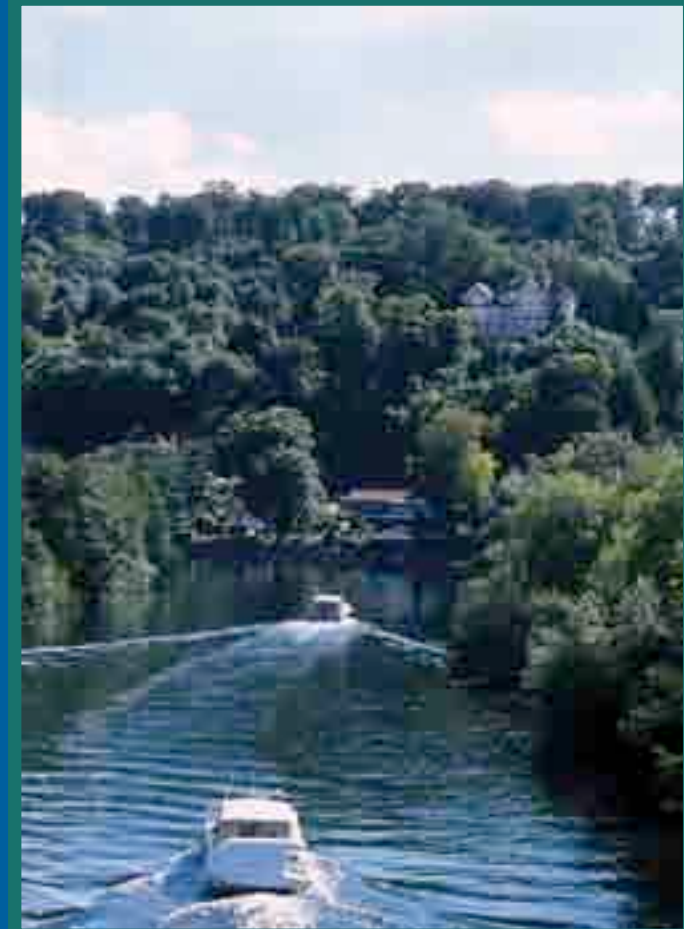
Thames in Decline (2000)

- h Since 1990 private boats down 30%
- h Since 1980 holiday hire boats down by 77%
- h Since 1990 capital investment down by 75%

Why?

Thames Ahead =
rejuvenating the river

- h Raising funds
- h Promotion
- h Partnerships



River Thames Alliance (RTA)

A group representing all Thames stakeholders, which thinks about, plans for and manages the Thames corridor as a whole rather than just within individual 'boundaries'.

RTA

78 member organisations

- h 25 local authorities

- h trade

- h customer groups

- h governing bodies

- h statutory bodies (Sport England, Tourism SE, RDA's)

- h landowners

Thames Waterway Plan

Agree and communicate
what you want to achieve:-

*The healthy growth in the use
of the freshwater Thames
for communities, for
wildlife, for leisure and for
business*



Objectives

- 1 Increase use
- 2 Improve and promote access (on water and land)
- 3 Improve facilities and services
- 4 Protect and improve biodiversity, heritage and landscape

Promoting the Thames

- h RTA Marketing Partnership
- h Working with Tourism SE, businesses, and L.A's
- h Visitthames website
- h Annual partnership campaigns
- h Attracting new and looking after existing customers

Promoting the Thames




- h Consumer Advertising and PR Campaign
- h Thames website and Information Line
- h Joint Tourist Board Marketing

Joint Campaigns


from source to city...
discover the whole of the

river thames

boating at Henley,
punting at Oxford, fine dining at Marlow,
shopping at Windsor,
history at Abingdon, art at Cookham
and all the pretty riverside pubs in between...



Take a train, river bus or your bike and enjoy a day out of town



www.visitthames.co.uk or call 422 5662 5527 for a free brochure

THE SUNDAY TIMES

FAMILY FUN

THE BEST SUMMER BREAKS IN ENGLAND



South East enjoyEngland.com
enjoyEngland.com

Creating a 'brand'



Success?

- h Boat numbers up between 2000 and 2006 - Thames based +4% and visitors +44%
- h Hits on website - 2003 - 2006 up 330% to over 1M per year
- h Businesses developing
- h More river events
- h Excellent networking and pooling resources

More investment?

- h Government grant - up from £1m to £4.5m for infrastructure
- h Boat licence fees up 12% for 3 years
- h Local Authorities investing
- h RTA Marketing Partnership investment of £50K
- h Trade investing

What have we learned....

- 1 Understand the business you are in
 - 0 your customers
 - 0 your 'product' (& the competition)
 - 0 your 'partners'

What have we learned....

- 2 Take ownership, show leadership
- 3 Involve others
- 4 Clear communications

Next steps....

- h Stick to our plan...
- h RTA needs constant nurturing
- h Respond to customer issues quickly

