**Tidal Thames Environment and Heritage Conference**

*The River Users' perspective: Using the river to bring about improvements to the environment*
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Tideway – Reconnection

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# "Using the river to bring about improvements to the river"

- What does "Using" mean?

  - Who, Why - The right stakeholders

  - How - The right motivations.

- What does "improvements" mean?

  - Gardeners, farmers, estate managers, rangers or other?

- Assuming it's not currently good enough – what needs to change / what needs to be added?

- AIM functional, reflecting nature, humans and nature working together

# Tideway Reconnection agenda

1. Improved awareness / understanding of the river and its environment by local communities: mainly by the young.

   - Through recreation / enviro projects. Adding value

2. Skills and education opportunities to bring it into the 'real world'.

   - Breaking Barriers, safety courses, coaching courses etc. CV building

3. Employment routes open and promoted to all riverside communities

   - Tie the river into peoples livelihoods. Is it as "diverse" as it should be?

THE RIVER ECONOMY

# General experience

- Benchmark, ThinkBeyond, sports consultants: "a rise in cause-related marketing in sport" 86% of consumers want companies to take a stand on societal issues.

  - Foreshore Festival: combined messaging sport and the environment.

  - LYR Breaking Barriers: combines sport and skills / education to inspire.

  - WaterTrek, WhaleBag, FISA/WWF

- People want to know more:

  - Tideway research, the more people know, the happier they are!

# Principles

1.  If the right agendas are prioritized the right stakeholders will have the right motivation – Bottom up.

2.  Drive the right culture through major projects and key stakeholders to empower – Top down.

# What needs to change / to be added

- Agenda - The Tideway needs to diversify / rebalance the usership, it's economy

- Culture - PLA's role. Stewards, to inspiration, to give security.

- Solution - To find profitable solutions, that are tested and delivered.

Drive a diverse economy with environment at its heart.