

**‘...not just a rebrand’**



# **Marketing Strategy for the New Waterways Charity**

**with help from Seneca, Shakespeare,  
the Bible..... and all the rest of us!!**

**December 2010**



**Lots of advice!!!!**



*Keep  
both*

**Change  
the name**

**Change the logo**

**Change  
both**

**Don't change  
the name**

*Don't change  
the logo*

**Don't spend  
anything**

## Romeo and Juliet (Act II Scene 2)



**Juliet:**

***"What's in a name? That which we call a rose  
By any other name would smell as sweet."***

***‘O thou of little faith.  
wherefore didst thou doubt?’***

Matthew 14.31

**Why would anyone  
give money or time?**

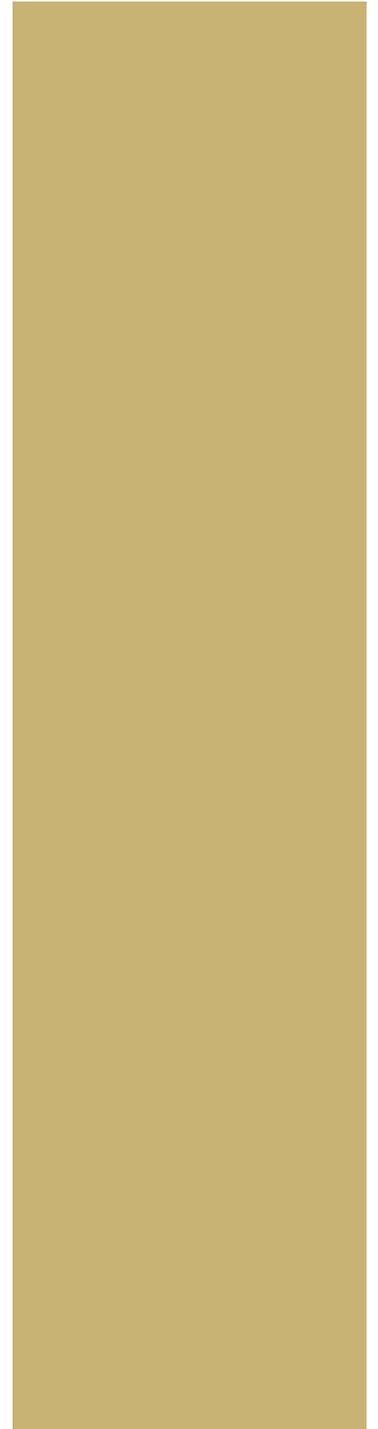
***Not like  
National Trust***

***Won't  
work***

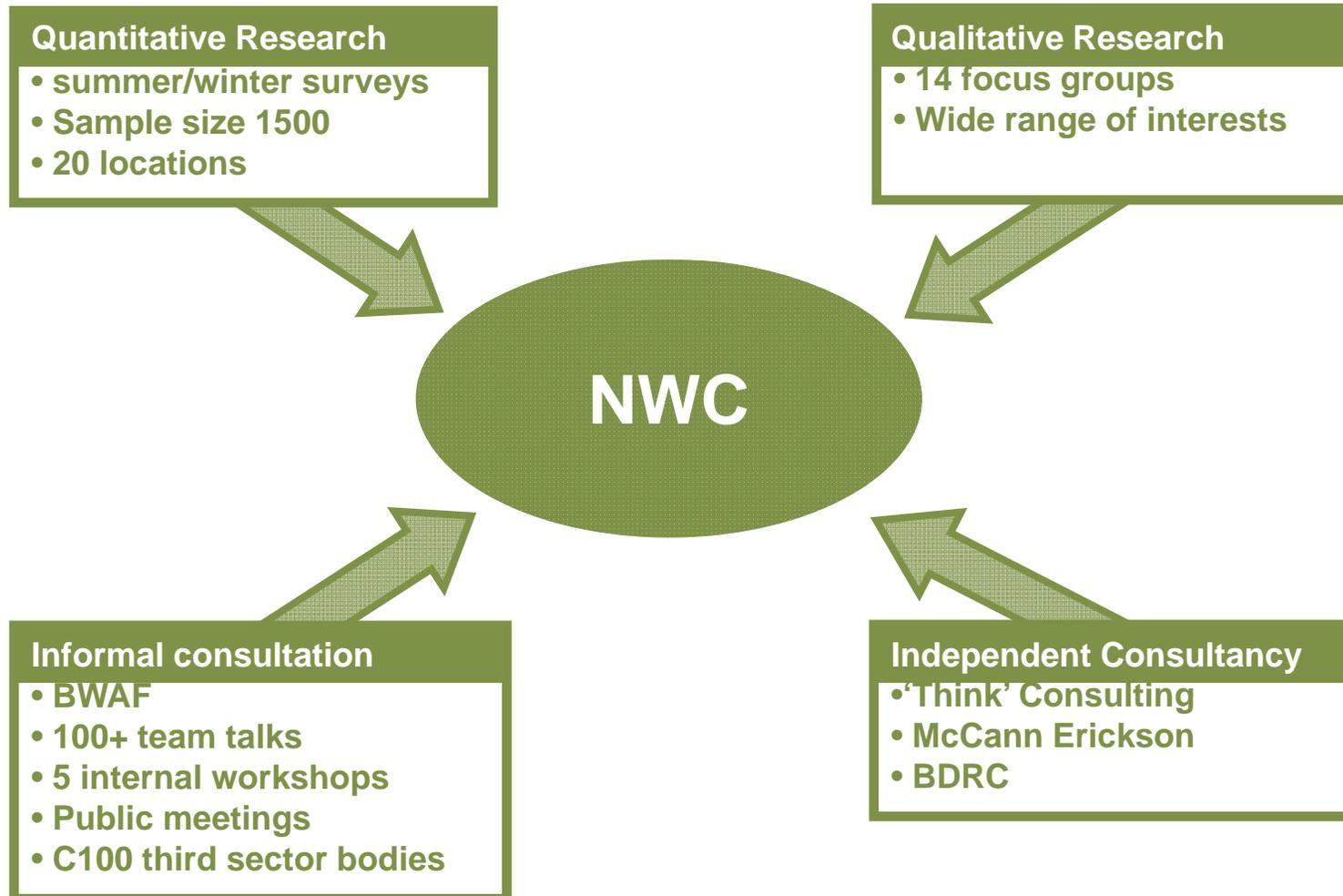
# What this is about ...



- How we got our knowledge
- What it tells us about our cause
- How that gives us 3 linked strategies:
  - Fundraising
  - Marketing
  - Launch



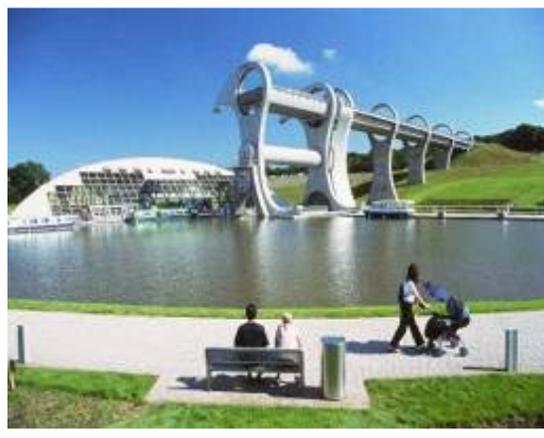
# Insight and Understanding



# Objects / Cause elements



Working Waterway  
Heritage (old)



Working Waterway  
Heritage (new)



Countrywide  
Network



Haven for People



Haven for Wildlife



Local Communities

# Fitting it together



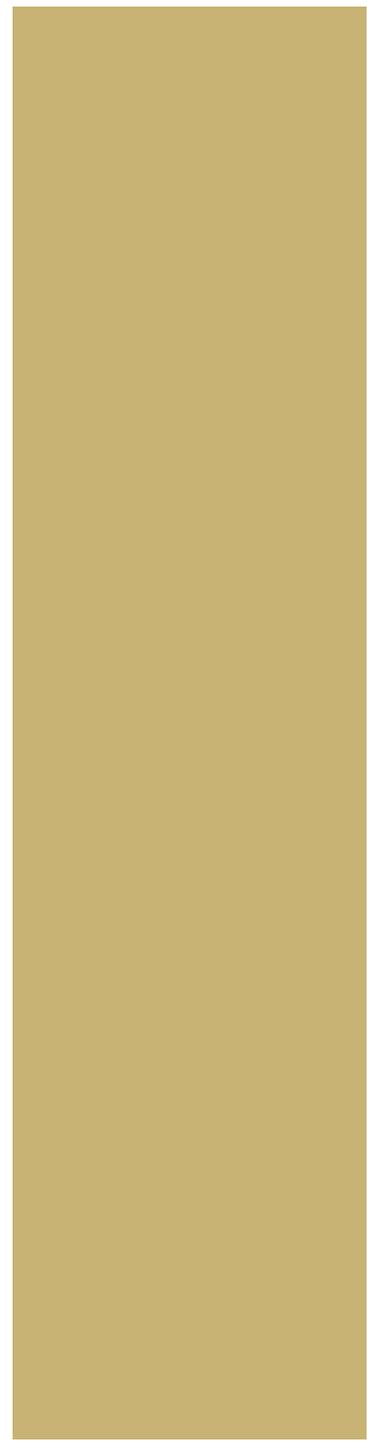
Objects



Cause



Marketing  
&  
Fundraising



# NWC objectives



- To own operate and manage Inland Waterways in the United Kingdom for **public benefit, use** and **enjoyment**:
  - for **navigation**
  - for **recreation** or other leisure-time pursuits of the public in the interests of **social welfare** with a view to improving their conditions of life; and
  - for the improvement of **commerce** and **industry** generally.
- To **protect** and **conserve** sites, objects and buildings of archaeological, architectural, engineering or historic interest on, by or associated with the Inland Waterways of the United Kingdom (“the Inland Waterways”).

# NWC objectives



- To further the **conservation** and enhancement of the natural beauty of the Inland Waterways and the conservation of **flora, fauna** and **geological** or **physiographical features** of special interest on, by or associated with the Inland Waterways.
- To promote encourage undertake and assist in the **restoration** of the Inland Waterways (whether or not owned managed or operated by it) for the **public benefit**.
- To **educate** the public about the Inland Waterways, their history, development, **use** and **operation** by all appropriate means including the provision of **museums**.

# Cause



NWC exists to protect and promote our inland waterway network and to ensure that our unique waterway heritage will always be a valued part of local landscapes and communities

# Underlying principle

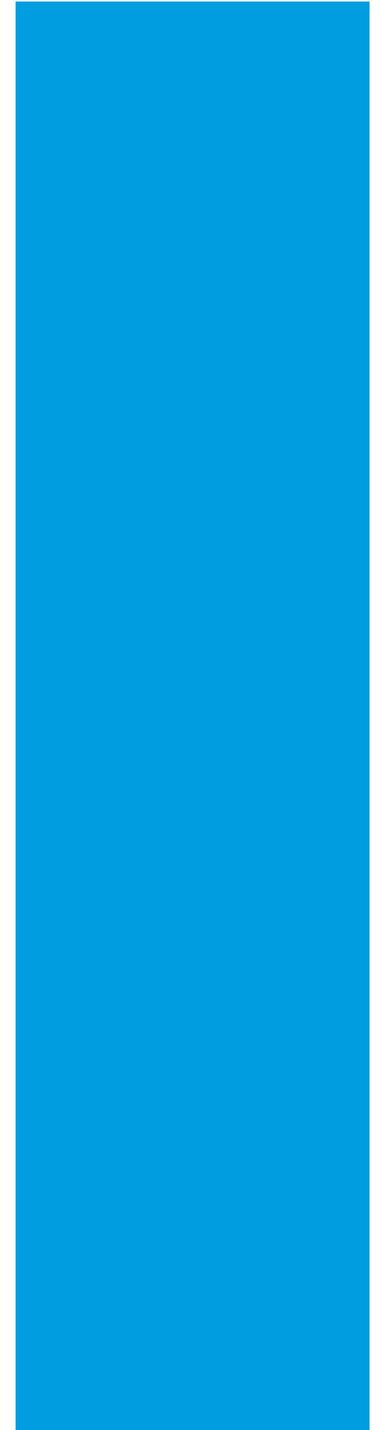


**Awareness**

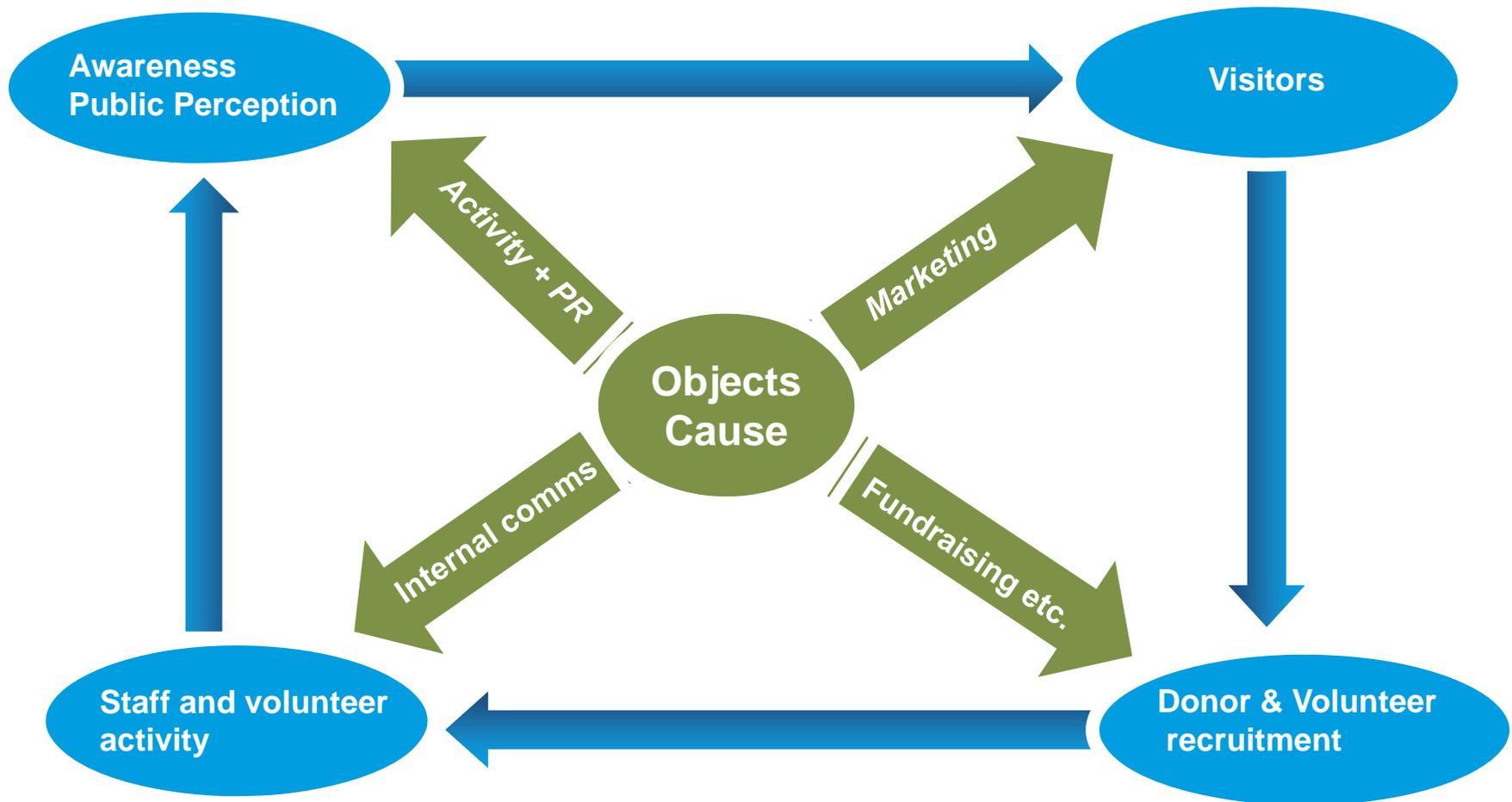
**Interest**

**Desire**

**Action**



# Objects / Cause drives everything



# Fundraising Potential

## Strategy



- Local donor recruitment on towpath F2F
- Facilitating locally based volunteering

## Potential



Factors	'General population' profile	'Best fit' profile
Potential parties available	1.4m	1.1m
Conversion rate	c.6%	Up to 12%
Attrition	High	Low
Result after 10 years	85,000	130,000

# Fundraising Potential

## Conversion



- Current potential member households between 85,000 and 130,000
- This could be increased with profile and relationship building
- *NWC* = medium-sized charity

## Objectives



- 60,000+ regular donors by year 5 (£1m surplus in year 5)
- 30,000 volunteer days by 2012 (80,000 by 2020)

# PR / Marketing Strategy

## Strategy



### Refine focus of current marketing...

- On the potential donor profile
- At the recruitment locations
- At the right times
- **PLUS** raising profile of new charity

## Objectives



- Target number of visitors of correct profile
- Maintain perception of the waterways as an important part of our 'national heritage' target >90%
- Awareness of new charity target x%



# New, different, reassuring



Use known names  
and brands

Why this is different

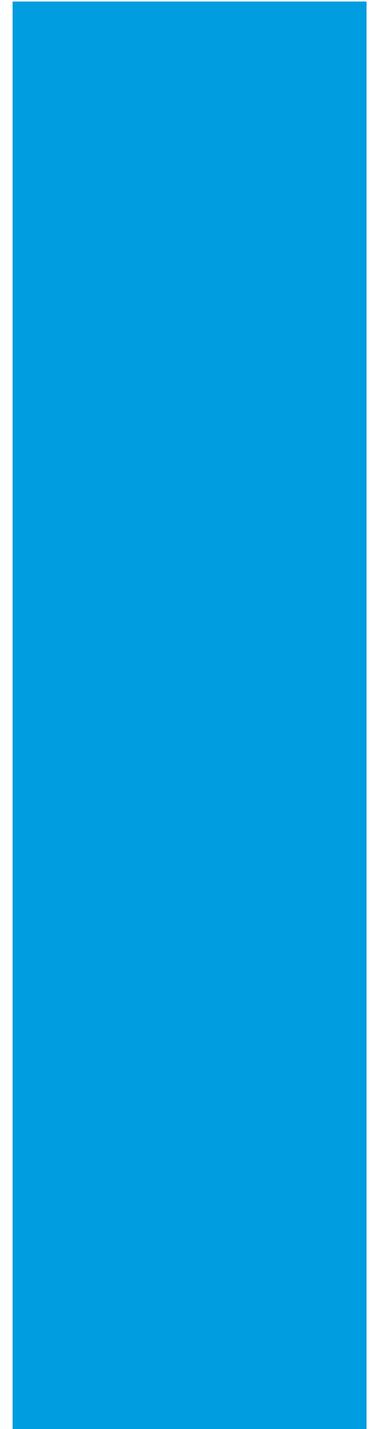
NAME

Exploit  
'first and founder'

# Summary

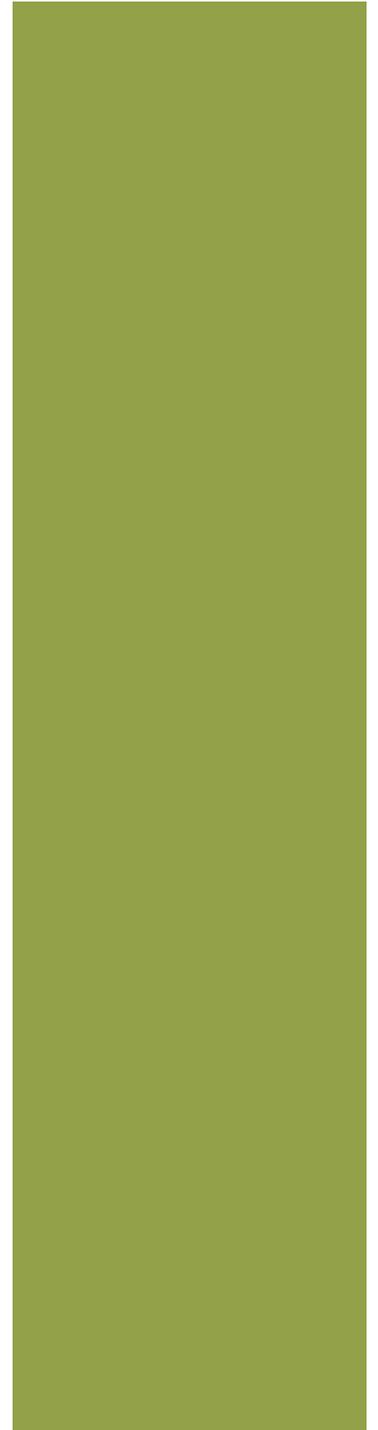


- Good knowledge
- Cause with potential
- Outline strategies for marketing, fundraising and launch
- Can be tested and developed on the ground



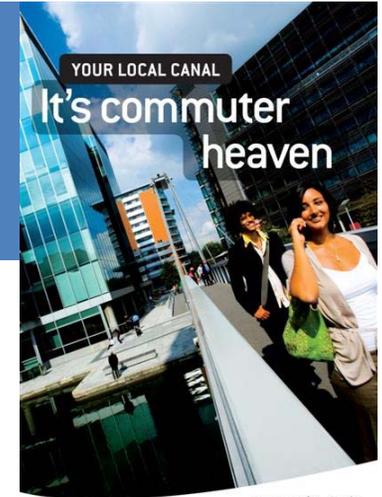
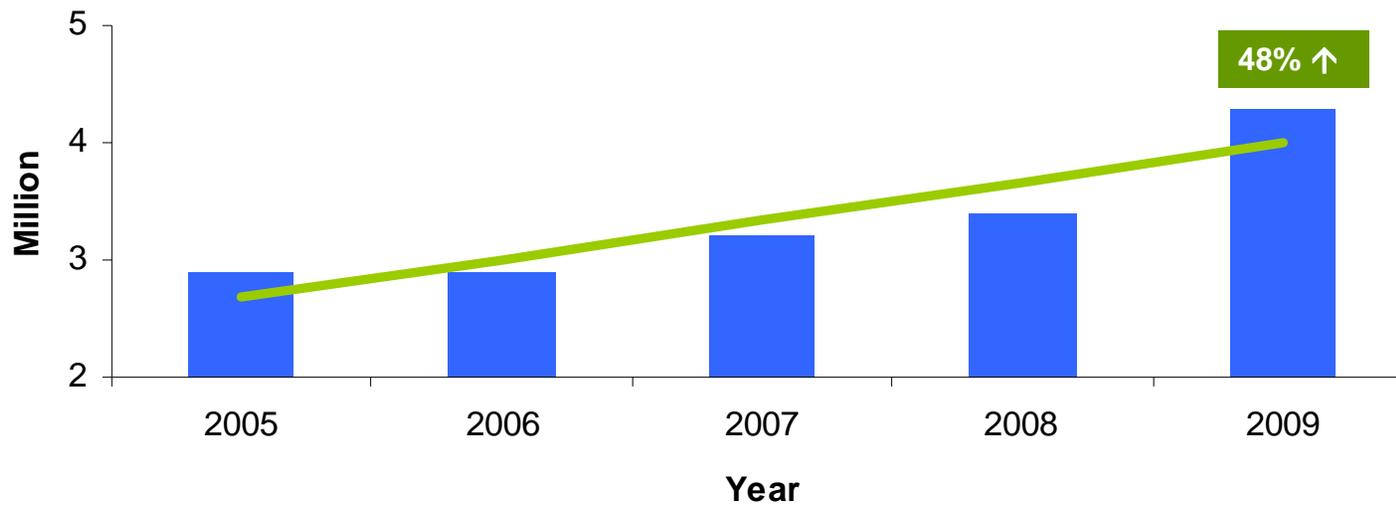
***‘Luck is what happens  
when preparation  
meets opportunity’***

Lucius Annaeus Seneca

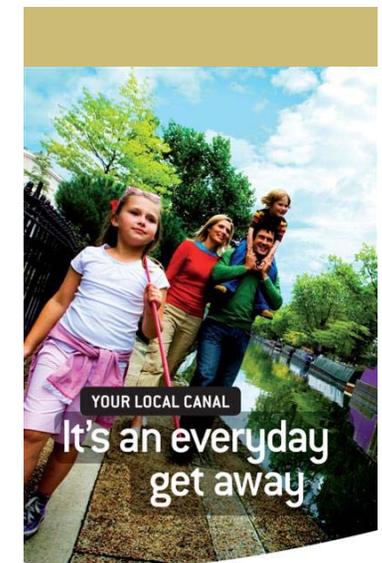


# Current marketing campaign

## Fortnightly visitor numbers



British Waterways  
You's to enjoy anytime.  
Find your nearest canal at [waterscape.com](http://waterscape.com)



British Waterways  
You's to enjoy anytime.  
Find your nearest canal at [waterscape.com](http://waterscape.com)



# How to join in



- Pre-consultation views on objects, cause and any other marketing issues
- See the document to be handed out at the end and get in touch at [www.britishwaterways.com/marketingtheNWC](http://www.britishwaterways.com/marketingtheNWC) or **NWC@britishwaterways.co.uk**