

Investment / Sponsorship Opportunity Title	Healthy Rivers Programme	Number	26
Originator's name	Andrew Owen	Validated	23 April 2013
Originator's organisation	Groundwork Caerphilly	Date	17 April 2013
Email Id	Andrew.owen@groundwork.org.uk	Tel. No.	01495 222605

1. WHAT IS THE OPPORTUNITY (e.g. wildlife, plant life, site, attraction, facility or role etc. in the Valleys Regional Park)? Please also provide a jpeg quality photo if applicable / possible.

Groundwork Caerphilly delivers environmental, social and economic regeneration initiatives within the South East Wales, through community participation and engagement. The Trust works alongside local communities, public bodies, private companies and other voluntary sector organisations to support communities in need. We help people and organisations make changes in order to create better neighbourhoods, build skills and job prospects and live and work in a greener way.

Groundwork Caerphilly's Healthy River Programme promotes the local Rivers to the communities and groups, whilst also improving the local environment around the water way.

Groundwork has been operating a Healthy Rivers programme which works in partnership with South East Wales Rivers Trust and Environment Agency Wales/Natural Resource Wales to co-ordinate the removal or modification of barriers of fish migration

The Healthy Rivers Programme has:

- 1) worked with a range of partners including Caerphilly County Borough Council, SEWRT and EAW/NRW, and other organisations to co-ordinate and facilitate the removal of barriers that restrict fish migration along the Sirhowy River
- 2) maintained a Steering Group of interested parties
- 3) researched and identified landowners on which the barriers are present, and sourced permissions from land owners to in order to remove these barriers
- 4) co-ordinated the removal of barriers, conserved, and restored the water environment and associated habitats of the River Sirhowy
- 5) promoted and educated the River Sirhowy and Fishing to local communities, groups and schools

The funding sought would expand the programme to increase its environmental education/promotion of rivers to the local communities and schools (point 5) through workshops, classes and events the Programme will educate the local communities on the function and health of the river, including the impact it has on the ecology.

We will work in partnership with schools to maximise linkage of the programme to the curriculum

We will informally educate people through river bank clean ups and habitat improvements with local volunteers

2. WHERE IS THE LOCATION?

Caerphilly & Newport. Longer term this programme will also be working in Torfaen.

3. PLEASE INDICATE WHAT TYPE OF SUPPORT IS REQUIRED:



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In-kind support required?	YES	
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If YES, please indicate what type of support is required and the benefits this will provide

1. Advice on local habits.
2. Construction advice on the removal of fish migration barrier (river weirs etc), and fencing/land erosion.
3. Assistance with promotional material for the programme.

Financial support required?	YES	
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If YES, please indicate the value of the support required and the benefits this will provide

Currently have funding until November 2013 for the Project Officer but the programme require further funding to continue the good work achieved in its first years.

Overall project costs are £37,000 per annum and partner contribution towards project costs would be welcomed.

4. HOW WILL THE INVESTOR / SPONSOR BENEFIT?

Sponsorship of the programme will allow investor to reach a large community audience. For example the programme will reach a large community of anglers and an appropriate company (like a Fishing Equipment Supplier) could benefit from the increased exposure of its brand, whilst also promoting its corporate social responsibilities.

Each project that is completed by the Healthy Rivers Programme will generate a press release and online presence through social media and traditional media opportunities.

5. WHY SHOULD THIS INVESTMENT / SPONSORSHIP OPPORTUNITY BE A HIGH PRIORITY?

This is an excellent opportunity for an organisation to support a unique programme in South Wales that is generating interest from the local communities, local press and national organisation. The programme educates local people about the health of a river and how it impacts on the health of the local environment. The programme is starting to reach a wide audience and is planning to expand to other rivers in South East Wales.

6. ANY OTHER COMMENTS?

7. PLEASE PROVIDE A LOCAL NAME AND CONTACT DETAILS FOR MORE INFORMATION

Bryan Dando (Programme Manager) 01495 222605 bryan.dando@groundwork.org.uk

Andrew Owen (Business Development Manager) 01495 222605 andrew.owen@groundwork.org.uk



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