

The Rickmansworth Festival

Celebrating our Canals, Environment and Community



**Crowds enjoying the music and boats at Batchworth Lock
during the Rickmansworth Festival**

Sponsorship Opportunities

MAY 20th and 21st 2023

Rickmansworth Waterways Trust Ltd

a Company limited by guarantee

Registered in England No 2674596

Registered Charity No 1024322

Batchworth Lock Canal Centre
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Rickmansworth Festival

2 days, 4 stages, 30+ environment exhibitors, 70+ performers, 100+ stalls, 100+ boats, 20,000+ visitors

The 2023 Rickmansworth Festival will be our 28th event and it is now the largest Community Festival in the Three Rivers Area. With the focus on the Environment, Music, Community and the Canal it attracts over 20,000 visitors during the weekend. The Festival is organised by local charity The Rickmansworth Waterways Trust to raise funds to support its award winning education programme. Over 10,000 local school children have benefited from this programme, since it was established, with between 800 and 1,000 going through the program every year. In 2017 the Trust was privileged to be awarded the Queen's Award for Voluntary Service. This reflects on the hard work of the team over many years in organising this event for the local community and the education work of the Trust.

For more information on the Festival and photos of the 2022 event please visit rwt.org.uk, @RickyFestival on Twitter or the Rickmansworth Festival Group on Facebook.

To ensure the festival remains successful we are offering businesses and local organisations the chance to advertise their capabilities and activities and help deliver the largest and most successful event in Three Rivers.

The following packages are available:

Platinum from £4000

The most prestigious of our packages, Platinum Sponsors will have the benefit of:

- Company branding and naming of the main stage with the opportunity to place up to 4 advertising banners on the crowd barriers, and 3 flags in the sponsored area. All can have QR codes to your company website
- As our main sponsors a full page advert in the Event Programme including the use of QR codes.
- PA acknowledgements of your support throughout the weekend.
- Being highlighted on Rickmansworth Waterways Trust and Three Rivers District Council website as the Festival main sponsors with QR code links to your organisation. The Company logo and information will remain on our website until the next Festival.

Gold from £2000

- Company branding and the naming of either the Environment Fair or Batchworth Lock arenas with the opportunity to place up to 3 advertising banners on the crowd barriers and 2 flags in the sponsored area. All can have QR codes to your company website
- As a gold sponsor a half page advert in our Event Programme including the use of QR codes
- PA acknowledgements of your support throughout the weekend.
- Being highlighted as a gold sponsor on Rickmansworth Waterways Trust and Three Rivers District Council website as one of the Festival main sponsors with QR code links to your organisation. The Company logo and information will remain on our website until the next Festival

Silver £1000

An option for the smaller business looking to get the maximum exposure for minimum outlay. Silver sponsors will have the benefit of:

- Company branding with the opportunity to place up to 3 advertising banners within either the Batchworth and Main arenas.
- A quarter page advert identifying your company as a "silver sponsor" in our Event Programme including the use of QR codes
- PA acknowledgements of your support for the event.
- Featured Silver sponsor on Rickmansworth Waterways Trust and Three Rivers websites with links to your organisation's site again with QR codes.

Banner

A great value option costing £150 and providing:

- Space for a banner advert, on one of the 3 access paths into the Festival site.(2 banners £250, 3 banners £325)
- Sponsor acknowledgement on the Rickmansworth Waterways Trust and Three Rivers websites with links to your organisation's site with QR codes.

OR YOU CAN Advertise in our Event Programme

Another great value option is to advertise in our event programme which is distributed locally, is available on the Web on various social media channels and websites. It is also handed out to all who attend the event. An eighth of a page advert £100. A quarter page advert is £150 and a half page is £250 and a full page is £400.

If you would like to discuss these opportunities or any other ways in which you might like to support this fantastic event, please contact Sponsorship manager Steve Mander via email at steve.mander.sm@gmail.com or phone on 07887 475538.

The Rickmansworth Waterways Trust - Background

Established in 1991, the Charitable Trust brings together people who are passionate about canals, the local community, its history and its environment. Our aim is to excite and inform the community, mainly through the discovery of canals and boats at Batchworth Lock, about the environment, history and heritage of the waterways, and to show how they can be enjoyed today.

When the Trust was established, the Batchworth Lock area was almost derelict. Over twenty five years later the Trust is proud of its success, with annual visitors to Batchworth reaching over 10,000 and attendance at the Festival of between 20,000 and 30,000 people.

The Trust is principally an educational organisation, promoting interest in the Grand Union Canal and its environment in Rickmansworth. In this we have great support from Three Rivers District Council and the Canal and River Trust. We are also fortunate to have attracted amazing support from an army of local community volunteers, and our success means that we need ever more volunteers to support our work.

Our four key activities are:

- Hosting school visits for our educational programme “Learning at the Lock”.
- Maintaining and showing our restored historic wooden working boat, Roger,
- Organising the annual Rickmansworth Festival.
- Providing a range of amenities and interesting things to do at the Batchworth Lock Canal Centre, which serves as an information point, with boat trips, walking, cycling and exploration information.

Throughout the year we maintain our boats and other assets, support other community activities and liaise between local groups, businesses, and navigation authorities. We are proud to be members of the Rickmansworth Chamber of Commerce, CVS, National Community Boats Association and the IWA.



The Trust's restored wooden narrow boat "Roger" is a major part of the Education programme

The Education Programme - Learning at the Lock

Each year the Trust hosts between 35 and 40 "Learning at the Lock" school visits and welcomes up to 1000 children to a day of fun, history and hands-on learning at Batchworth Lock. The programme is run by a teacher with 40 years of experience who recently retired as head of history at a local school. Our teacher is ably supported by a group of trained volunteers who have a huge bank of knowledge related to the canal, and the skills to impart this to the children.

The Learning at the Lock programme has been recognised nationally:

- In March 2007, when we beat entries from all over the country to win the Education and Learning category at the prestigious 2007 Waterways Renaissance Awards.
- In 2017 the Trust was privileged to be awarded the Queen's Award for Voluntary Service.
- In 2020 we received our Learning Outside the Classroom Badge

In early 2019 we opened a new purpose built Education Centre at Batchworth Lock to house our current programmes and also to allow expansion of our education work. This has been made possible by the support we receive for running the Rickmansworth Festival.



During Learning at the Lock as well as an interactive History session the children experience:

- A narrow boat trip on the canal to explore wildlife and canal history.
- Exploring the boatman's cabin on our restored historic wooden narrow boat Roger.
- Learning how a lock works, and how canal boats were pulled by horses.
- Learning what life was like on the canals and re-creating the daily chores faced by the canal boat families.
- Handling of canal artefacts.
- Building model canal bridges.

Examples of feedback from teachers: -

"In my 25 years of teaching I have to say this was the best. The content and the organisation were faultless. Restored my faith in the community. Beyond impressive that you have so many dedicated volunteers."

"This is an outstanding experience for children, covering a topic key to our national heritage."

"The best trip felt by a collective century worth of teachers experience! An exceptionally well thought out, safe, fun, interactive, cross curricular experience for all ages."

"Strong sense of passion and team work amongst volunteers shapes a brilliantly organized day the children will always remember."

The Rickmansworth Festival – the origins

The Rickmansworth Festival started as a canal based festival in 1993, as part of that year's British Waterways "Canals 200" celebration. The first event was large scale incorporating the Aquadrome as the main location for land based activities. In subsequent years a much smaller Festival continued to be held, based around Batchworth Lock and in the area known as the Glade, adjacent to the Grand Union Canal south of the Batchworth Bridge. Later the Three Rivers District Council's Environment Fair was also incorporated into the event but was located separately in the Aquadrome.

From 2003 the Festival outgrew the Glade and moved into the Aquadrome. The extra space allowed the Festival to take on a wider community focus and participation was opened to local community groups and charities who were able to promote their activities without charge.

In 2006 we changed the name of the event from the "Rickmansworth Canal Festival and Environment Fair" to the "Rickmansworth Festival" which reflects the much broader appeal of the event to the whole community.

Over time the entertainment side of the Festival has also broadened and now provides four music stages for mostly local talent. These include a stage at Batchworth Lock, providing music by the canal; our main stage in the Aquadrome which supports a wide range of different acts; an acoustic music stage in our bar area; and the a performance space at the Batchworth Sea Scouts headquarters. In keeping with our community focus we wanted to provide a platform to new local groups and musicians who would not otherwise get the opportunity to perform in front of a large audience or on an open-air stage. This has proved very successful and we now have many more groups approaching us for the chance to perform than we have room for.

In 2014 the Festival was very pleased to be awarded runner up in the Recreation and Tourism Category at the National Living Waterways Awards hosted by the Canal and River Trust. In 2017 the Trust was privileged to be awarded the Queen's Award for Voluntary Service.



Boats at the Rickmansworth Festival

Around 20,000 - 30,000 people visit the Festival each year and over 100 narrow boats, including ~30 traditional craft, provide a major attraction.

The Rickmansworth Festival – Today

The Festival is now a well-established celebration of the waterways and the local community and environment. Held, annually, on the third weekend of May, it is now the major event on the local calendar.

The Festival is supported by Three Rivers District Council, Batchworth Community Council, Canal and River Trust, Hertfordshire Police and the Inland Waterways Association. The Festival now showcases several main areas: -

The Boats, the Canal and the work of the Trust

The attraction for many is still the boats – historic working boats, modern boats, steam boats...all sorts to visit and watch – this aspect of the Festival has many features and sees boats moored up to four deep all along the towpath from Batchworth Lock to Stocker's Lock presenting a unique spectacle. The Rickmansworth Waterways Trust also organises a full program of trip boats over the weekend allowing visitors to take in the atmosphere of the festival from the water.

Care for the Environment

The second key area of the Festival is the Three Rivers Environment Fair. This typically includes about 30 different exhibitors and has been growing in attendance and popularity as local concern for the quality of the environment increases. Here you will also find guided walks around the Aquadrome area and fascinating and informative talks about the local flora and fauna.

Musical Entertainment to appeal to all tastes

A really vital element of the weekend is the programme of music and entertainment presented across the four stages. The emphasis is on entertainment for all tastes and we are always looking for new groups and individuals who wish to gain experience in live performance. Our extensive programme is supported by a few well established and popular groups who perform over the weekend. We have even featured most years a traditional jazz band performing on a narrow boat cruising up the canal. However, the bulk of the programme is provided by drama and music groups, unsigned local bands and especially young musicians.

Charities, Trade and Craft Stalls, full range of Catering and a Funfair

As well as the main areas, the Festival now also encompasses a funfair, over 100 trade and charity group stalls and exhibits, a program of children's entertainment and a full range of catering and refreshments across the festival site. The whole Festival weekend is designed as a real community event for local families with something for everyone to enjoy.

In 2019 we also included a programme which gave young people an opportunity to have a taster session of range of different water based activities run by many local charitable organisations. We hope to expand this in 2023 and it is designed to attract young people to the many activities offered in the area including sailing and canoeing amongst others.

The Festival Team

The experienced Festival team has been working together for many years. Some background to key members illustrates the calibre and experience of the team, which is what helps make this a vibrant and successful event for Rickmansworth.

Festival Director - David Montague – Over 20 years ago he took over the running and organising of the event. David has now retired as a Director for a Global Medical Diagnostics company. He has been a resident of Croxley Green for over 35 years, is a Parish Councillor and also works with other local charity groups in the Rickmansworth area and is Chairman of Rickmansworth Waterways Trust.

Sponsorship Manager - Steve Mander, an RWT Trustee and retired project and capability manager with a major defence contractor after 31 years' service in the Royal Air Force, as a navigator and staff officer flying Vulcan's and Buccaneers. Steve is responsible for dealing with all our sponsors who are essential to the viability of the Festival. Steve is also chairman of another local charity and also a Parish Councillor.

Site Services Manager - Paul Childerhouse - a retired project manager working with Skanska, and Group Scout Leader for First Rickmansworth Scouts, Paul is responsible for all aspects of site management, power distribution and layout.

Waterspace Manager – Christine Thompson - Professional and Voluntary Boat Trainer, Skipper and Boatmaster, is responsible for the organisation of all canal based activities, including boat bookings and moorings. She is a Semi Retired Swimming Instructor/Coach which runs side by side with her career on the canal and she has her own Swimming Business of nearly 30 years. Her Waterspace team are all keen boating enthusiasts. Many are also business owners, managers or professional boat skippers.

Communications and Public Address - Denis Cater - a key member of the team who runs his own sound and lighting company, is responsible for the provision of a public address system, all stage audio systems and a radio system that provides complete coverage of the large festival site so the team can safely and effectively manage the event over the weekend.

Stage and Power Distribution - Mark Gardiner - is responsible for stage construction, lighting and the distribution of power across the Festival site. Mark is a power and lighting professional and works in providing power and lighting to large-scale live stage, film and television events including the Queen's Funeral in Westminster Abbey.

Entertainment Managers - Carol Clark – is responsible for organising the complete entertainment program and ensuring the schedule works on the different sites over the weekend. Carol was formerly the Corporate Business and HR Director for a national charity and is currently head of Operations at Heart of Bucks

All these people are supported by a large group of volunteers who are local residents and firmly committed to the Festival continuing to grow and thrive as a Rickmansworth community event.

