

# The Rickmansworth Festival

*Celebrating our Canals, Environment and Community*



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

## **Sponsorship Opportunities**

**Rickmansworth Waterways Trust Ltd**

**a Company limited by guarantee**

**Registered in England No 2674596**

**Registered Charity No 1024322**

Batchworth Lock Canal Centre  
99 Church Street  
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## **Rickmansworth Festival**

**2 days, 4 stages, 30+ environment exhibitors, 50+ performers, 70+ stalls, 100+ boats, 20,000+ visitors**

The Rickmansworth Festival has been held for 20 years and is now well established as the largest Community Festival in the Three Rivers Area. It focuses on the Environment, Music, Community and the Canal and 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 2014 the Festival received national recognition and was runner up in the Recreation and Tourism category at the prestigious Living Waterways Awards hosted by the Canal and River Trust. This reflects on the hard work of the team over many years in organising this event for the local community.

In recent years the Festival has benefited from the generous support of Three Rivers District Council to fund some of the costs of putting on the event with both Rickmansworth Waterways Trust and the Council underwriting the event. Three Rivers District Council now find themselves having to make difficult funding decisions in the current economic climate and are having to significantly reduce the support they can provide.

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:

### **Gold £1000 +**

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

- Your branding on the naming of the main stage or the Environment Fair with the opportunity to place up to 4 advertising banners on the crowd barriers or flags in the sponsored area and 4 banners in other locations over the whole site.
- A prominent position as one of our main sponsors in programme and posters including our pre-event leaflet drop to 30,000 homes in the WD3 area.
- 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 website links to your organisation.
- Opportunity to have your organisation named and linked to a boat competing in the popular canal boat tug of war.

### **Silver £500**

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

- Your branding on the stage in the Batchworth Lock area with the opportunity to place up to 3 advertising banners or flags within the sponsored area and 2 within the main arena.
- Programme space identifying your company as a "silver sponsor" for the event.
- Featured Silver sponsor on Rickmansworth Waterways Trust and Three Rivers websites with links to your organisation's site.
- PA acknowledgements of your support for the event.
- Opportunity to have your organisation named and linked to a boat competing in the popular canal boat tug of war.

### **Banner**

A great value option costing £100 and providing:

- Space for a banner advert, on one of the 3 access paths into the Festival site.(2 banners £175, 3 banners £250)
- Sponsor acknowledgement on the Rickmansworth Waterways Trust and Three Rivers websites

If you would like to discuss these opportunities or any other ways in which you might like to support this fantastic event, please contact Steve Mander via email at [stephen.mander1@ntlworld.com](mailto:stephen.mander1@ntlworld.com) or phone on 07887475538.

For more information on the Festival and photos of the 2015 event please visit [rwt.org.uk](http://rwt.org.uk), @RickyFestival on Twitter or the Rickmansworth Festival Group on Facebook.

## The Rickmansworth Festival – the origins

The Rickmansworth Festival started as a canal based festival in 1993, as part of that years' 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 consist of the area 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 "Owlsworld" stage for folk music and alternative poetry in the Environment area. 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.



Boats at the Rickmansworth Festival

*Around 20,000 people visit the Festival each year and the historic boats, seen here, provide a major attraction.*

*Up to 100 other boats also attend*



## **The Rickmansworth Festival – Today**

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

The Festival is supported by Three Rivers District Council, Canal and Rivers Trust (formerly British Waterways), Rickmansworth Chamber of Commerce, 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. Another attraction at Batchworth is the “Little Union Canal”, which provides the opportunity for adults and children alike to navigate the locks of the Trust’s unique working model canal system.

### **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 a Dixie jazz band on a narrow boat on 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.

## 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 - became involved after attending and enjoying the Festival with a young family for a number of years. Over 10 years ago he took over the running and organising of the event. Professionally he is a PhD Biochemist working as a Director for a Global Medical Diagnostics company. David has been a resident of Croxley Green for over 30 years and also works with other local charity groups in the Rickmansworth area.

Batchworth Manager - Fabian Hiscock - a former RWT Trustee, retired Sector Safety Director for a major defence contractor after over 30 years in the Royal Navy, is responsible for the running of the Batchworth site, which includes the showcase for the Education work of the Trust.

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

Waterspace Manager - John Brice - a leading member of the Inland Waterways Association, is responsible for the organisation of all canal based activities, including boat bookings and moorings. He used to own his own motor parts company and has a team of canal boat enthusiasts who assist him over the weekend.

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 management 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 works with Elstree Light and Power providing power and lighting to large-scale live stage and television events including the last royal wedding in Westminster Abbey.

Entertainment Manager - Carol Johnson – 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 now works as a Business and Youth Coach and Mentor.

All these people are local residents and volunteers, firmly committed to the Festival continuing to grow and thrive as a Rickmansworth community event. They are supported by a large group of volunteers who work on site for the days before and during the weekend of the festival. The Festival is in good hands, and we wish to see it continue developing in this way for many years to come.

## The Education Programmes - Learning at the Lock

We have just completed another successful year running our award winning education programme. In 2015 we hosted 35 "Learning at the Lock" days involving 24 individual schools and welcomed a total of 858 children to a day of fun, history and hands-on learning at Batchworth Lock. The programme is written by teachers for teachers and children. The day is run by trained volunteers who have a huge bank of knowledge related to the canal, and the skills to impart this to the children. Also we are hugely grateful to Affinity Water (Veolia Water) for the use of the historic Batchworth Mill as the key venue for the programme.

The Learning at the Lock programme has been recognised nationally:

- In 2006 with an award, by the Council for Voluntary Service, for the effective way in which our volunteers' efforts are applied to the education programme.
- 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.

We have been supported in varying degrees by: Lloyds TSB, the Children in Need appeal, the Sir Halley Stewart Trust and the Office of the Deputy Prime Minister for various aspects of the work of the Trust. These contributions are essential to our on-going work.

**But it is the Rickmansworth Festival that provides the core underpinning of the funding for this vital and well-recognised work.**

Children "Learning at the Lock" - dressed up in period boating costume.

Their visit includes activities such as:

- 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.
- Dressing up in Victorian costume at Batchworth Mill.
- Learning how a lock works, and how canal boats were pulled by horses.
- Learning what life was like on the canals.
- Re-creating the daily chores faced by the canal boat families.
- Handling canal artefacts.
- Building model canal bridges.
- Viewing and using our unique working model canal system, complete with locks, narrow boats, tunnels, bridges, and wharves.

### THE CHILDREN



*"In my 25 years of teaching I have to say this was the best. The content and the organisation was 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 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. Twenty years later the Trust is proud of its success, with an annual attendance, including Festival goers of at least 20,000 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 Affinity Water. 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 of the volunteers on whom we rely for so much of our work to support the one professional who runs our educational programme.

Our four key activities as further described previously in this leaflet 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 walking, cycling and exploration information.

And 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 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

