

Our Ref: FOI 147/21

Address Correspondence to: Jane Orange, Information Governance

Date: 21st September 2021

Dear Mr Cole,

Request Under Freedom of Information Act 2000

Thank you for contacting the Canal & River Trust with your request for information. Which was received 02/09/2021.

I note your request for the following information:

- How much was spent on agency fees in 2018/19, 2019/20 and 2020/21 on projects related to the development of the character?*
- How much was spent in 2018/19, 2019/20 and 2020/21 on media planning and buying for adverts/promotional material including the character? This should include spending on radio, TV, digital advertising and social media.*
- How many Well-B cups, toys and keyrings have been sold since they became available to the public?*

Following receipt of your request the Canal & River Trust has conducted searches to locate any information held that is relevant to your request.

Your request has now been fully considered and the requested information is as follows: -

Having reviewed your initial request this falls outside of the scope of the Canal & River Trust's FOIA obligations due to the information forming part of our wider charitable objects, rather than relating to any statutory function transferred from British Waterways under the 2012 Order.

However, we can confirm on a voluntary basis that, as is the case with many charities, the Trust relies on marketing and communications to reach new audiences and increase awareness and support. The development of our Well-B character, and any subsequent promotion, has been carried out using set annual marketing budgets and has not incurred

any additional costs for the Trust. The character is helping us to connect with a younger demographic which is vital for our waterways' future. During the time we have been using Well-B we have continued to see the Trust's brand awareness increase and our supporter numbers grow

The Canal & River Trust provides you the right to request an Internal Review under its review procedure and in line with The FOIA 2000. Such requests should be submitted within two months of the date of this response and should be sent by email to: information.request@canalrivertrust.org.uk or by post to Information Governance Team, National Waterways Museum Ellesmere Port, South Pier Road, Ellesmere Port, Cheshire, England, CH65 4FW.

You are also able to contact the Information Commissioner if you so wish, details on how to contact them can be found here: <https://ico.org.uk/global/contact-us/>, although please note they would usually expect you to have gone through our internal review procedure prior to contacting them.

Yours Faithfully

Jane Orange

Information Governance Advisor

Legal & Governance Services

T: 07766 248243

E: Information.Request@canalrivertrust.org.uk

National Waterways Museum Ellesmere Port, South Pier Road, Ellesmere Port, Cheshire, England, CH65 4FW

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