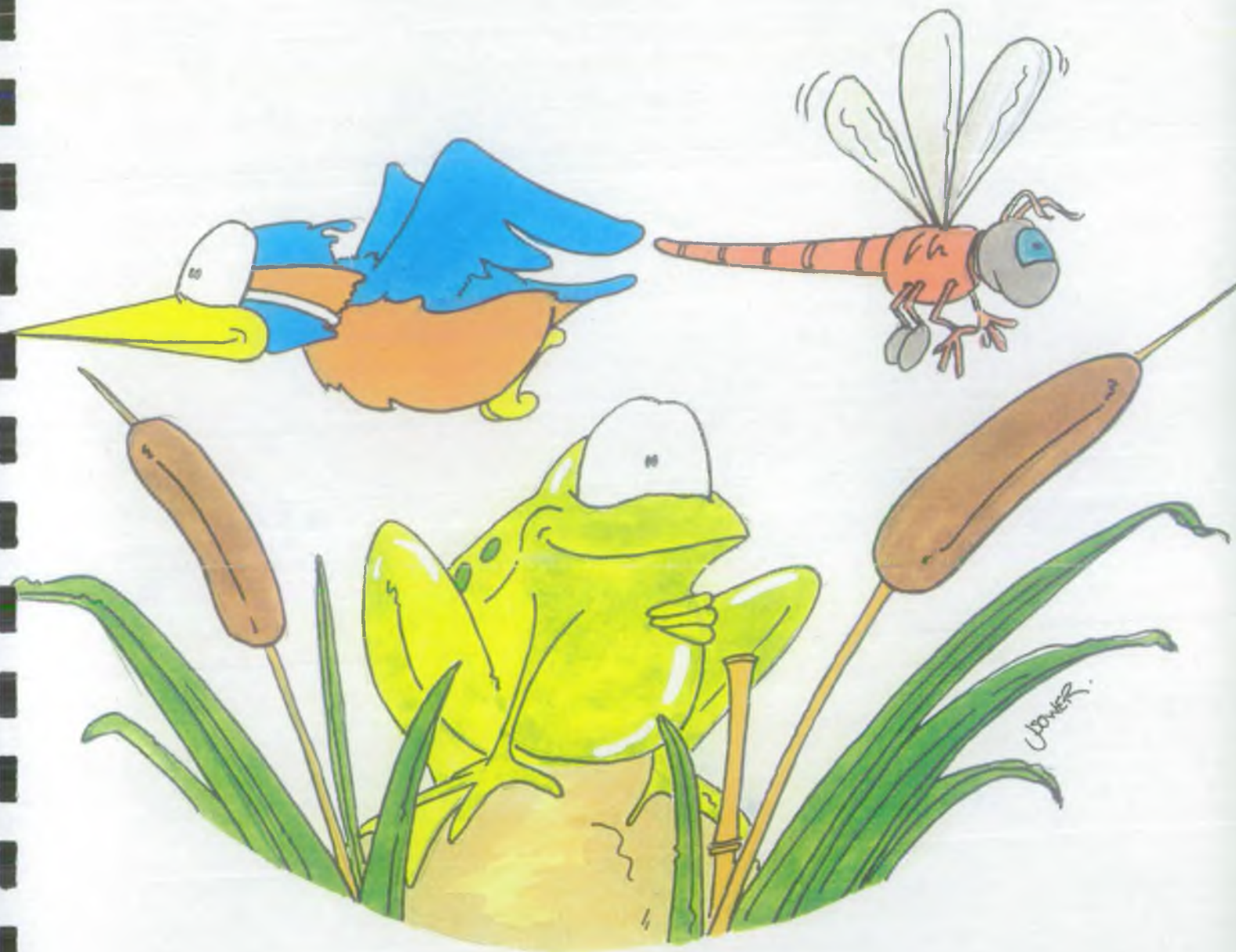


West Area's Millennium Festival Celebration

Wildlife Encounter 2000 at View Island, Reading



*Liz O'Neill, Partnerships Officer
West Area, Thames Region*

Foreword

It was in October 1999, when I first heard of the Agency's concept of Millennium Festivals (that seems a very long time ago!). The concept was a spectacular one – to celebrate the millennium by leaving a legacy and working with local communities – but to put it into practice was going to be a challenge.

The project team, who worked on West Area's Millennium Festival at View Island, came from all different functions of the Agency and for most it was the first time they had carried out project work of this nature and worked in a truly multifunctional team. During the course of the project there were many problems, but the team overcame these hurdles by working together, being innovative and having what can only be described as dog-eared determination!

The physical improvements to the island and the two-day event went well and we received very positive feedback from members of the public. The staff involved enjoyed working on the project and also got a sense of purpose and pride in what they had achieved or been a part of. These feelings raised morale long after the event.

I feel very privileged to have managed West Area's Festival, which left such a wonderful legacy in View Island. I am proud of the project team who worked really hard to pull it all together and the additional people who helped on the two days. I hope this report goes some way to conveying the hard work, dedication and enthusiasm that the project team has shown throughout the last six months.

Liz O'Neill
Project Manager
August 2000

The format of the report was put together by Head Office, however additional information has been included to give an accurate picture of the work that was carried out.

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Road, Reading RG1 8DQ

(The logo used for the festival is shown on the front of this report and was designed by Stewart Ower. It was used on the T-shirts the staff wore on the day and the T-shirts given to the school children. It was also used on the passports, invitations and flyers.)

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Festival Evaluation Report [Final Version 28/03/00]



This template has been produced to help you build the evaluation needs of the project into your planning process. Please complete and return the final report within one month of the end of your festival.

Festival Name: Wildlife Encounter 2000, View Island, Caversham, Reading
Region: Thames
Area: West
Report Prepared by: Liz O'Neill
Date: 17th July 2000

1. Festival Summary

The festival took the form of a two day event following on from some major physical works to View Island, an island in the Thames near Caversham, Reading. The island was previously used as a boat yard and had been leased by Reading Borough Council (RBC) to the boatyard owner between 1968-1998. In 1998 when RBC took it back it was in a state of neglect. There was old machinery left on the island including a crane and out buildings with asbestos roofs. A lot of clearance work needed to be carried out before the island could be improved and opened up to the public.

The Agency formed a strong partnership with RBC and set about transforming the island into a haven for wildlife. This included constructing a pond with dipping platform to use as an educational resource and putting in a new boardwalk allowing access onto the island leading onto a disabled path. An old tennis court was converted into an open-air classroom and students from Reading Art College painted murals of an environmental theme on the floor. Seating made from trees damaged in the 1987 storms was added and four seasonal interpretation boards finished off the classroom. Over 70 bird and bat boxes were put up.

A two-day event was held on 7th and 8th July to celebrate the opening of the island. Friday 7th July was a day for schools and Councillor Kathryn Peake and Professor Jeremy Joseph officially opened the island. Saturday 8th July was a family day.

2 Project team

Structure of team, number and job titles of team members, description of roles during festival.

Name	Job Title	Main Duties on the Project
Liz O'Neill	Partnerships Officer	Project Manager Health and Safety Co-ordinator
Nicki Atkins	Customer Contact and Education Team Leader	Events Manager and Project team member. Responsible for 2-day event and overseeing all education work. (Deputised for Project Manager when necessary)
Paula Smith	Planning Liaison Officer	Schools liaison person. Ensured schools arrived on time and all of their needs were catered for i.e. coaches, toilet facilities. Also helped with general duties. Ran kite making workshop and organised VIP invitations and welcoming them on the day.
Natasha Bateman	Authorisations Officer	Lots of phoning around trying to get sponsorship for various things. General helper with children on the Friday and VIP buffet. Ran kite-making workshop.
Sally Coble	Business Planner	Production of T-shirts. Ran "Get your waste sorted" activity for 2 days.
Helen Warren	Environmental Protection Officer	School Buddy (Went into schools before the event and led the groups of school children around the activity stations.) Organised staff barbecue
Lesley Sproat	Conservation Officer	Consultation for the pond. Ran the "Bugs and Grubs" activity station. Technical information for the seasonal panels.
Richard Hellier	Landscape Architect	Designed the pond and the path, supervised construction. Technical contact for seeding and planting
Geoff Carlill	Environmental Protection Officer	PR spokesman and compare for the two day event. Supervised production of View Island leaflet
Peter Collins	Flood Defence Engineer	Liaison with RWC over construction of path and archway and canoe portage. Main ideas man and trouble-shooter. Ran "Fun by the river" activity station on Friday. Assisted with kite making on Saturday.
Vince Jenner	Environmental Protection Officer	School buddy. Leading light for all activity sheets for children, teacher's notes, presenter's notes and evaluation sheets. Organised communication systems for staff. Production of flyer, VIP invitations etc.
Jo Larmour	Environmental Protection Officer	Assisted with path. Arranged Red Cross (and used it!). School buddy and general runner.

Additional staff helped out at one of the days.

Name	Job Title	Duties
Jason Gash	Education Officer	School buddy/General helper
Anne Feather	Customer Contact Officer	Time Keeper for school activities and general helper
Sue Buckland	Authorisations Officer	First Aider and general helper
Dawn McCullum	Authorisations Officer	Buffet for VIPs and general helper
Belinda Mitchell	Flood Warning Officer	First aider
Mark Ormrod	Environmental Protection Officer	Animal and general runner
Nathan Jones	Environmental Protection Officer	Animal and general runner
Sid Phelps	Environmental Protection Officer	Animal and general runner
Matt Hayes	Development Liaison officer	Ran activity station
Alastair Wilson	Water Resources Officer	Ran activity station
Tim Maguire	Water Resources Officer	Ran activity station
Alex Fielding	Environmental Protection Officer	Ran activity station
Daryl Buck	Conservation Officer	Ran activity station
Jeremy Taylor	Ecologist	Ran activity station
Heidi Stone	Fisheries Manager	Ran electric fishing demo
Steve Sumerfield	Fisheries Officer	Assisted electric fishing demo
Brain Hughes	Customer Services Manager	Compare and general helper
Mark Rowe	Business Services Manager	AMT champion and general helper
Lisa Allen	Environmental Protection Officer	EP demo
Helen Goode	Environmental Protection Officer	EP demo
Nick Reid	Flood Defence Officer	General Runner



The project team plus helpers relax after the second school leaves the island!

The following information came from a feedback session with the project team two weeks after the event.

2.1 How effective was the project team at planning?

- we got better as we went along
- allocating specific tasks to individuals worked well
- formal minutes were good but we should have concentrated just on the actions
- meetings were generally good – informed each other where we were up to, many tasks were interdependent
- worked well as a team but took a little while to gel
- many of the team had not carried out this type of work before and therefore had a steep learning curve but coped well
- 2 day event planned well
- enhancement work planned well but lots of unknowns
- early on full commitment was missing this was largely due to line managers not allowing project team members the time to do the project, this was rectified at AMT
- having an AMT champion worked well
- planning process not supported very well by HO, guidance notes were often too late or not fully explained.

2.1.2 How effective was the team at implementation?

- worked well as a team – everybody “mucked in”
- went into sub groups to work on some aspects of delivery
- strengths played on
- team felt proud and motivated
- everybody kept everybody going
- some of the staff on the project team did feel stressed but did not say!
- drew on support from other Agency staff to carry off 2 day event
- project delivered on time
- many unforeseen problems arose which were all addressed positively and successfully at no detriment to the project

2.2 Unforeseen Problems

- Possible ground contamination, risks to human health, boreholes drilled and soil and groundwater analysis undertaken
- The pond we wanted to create was located in the floodplain which meant 700m³ soil had to be removed off site by barge
- Bank Protection works required after divers survey revealed major health and safety problems
- Logistics of art college students painting the open-air classroom floor by requesting cover to work under to protect them from the elements and provision of running water. This was addressed by tarpaulins being hung from the trees.

In the last two weeks prior to the event, further challenges presented themselves in the form of

- The company supplying the portaloos double booked
- Coach company reneged on booking

- Schools wanted alternative times after the event had be arranged for several months which meant the whole timetable had to be adjusted

3. Outreach event

Provide details of format, location(s), objectives, target audiences, partners

3.1.1 Include timetable of activities

Agency staff went into the three schools the week before the event to talk to the children and the teachers about what would happen on the day. The format was interactive but in a classroom situation.

3.1.2 How many people attended ? Include details of how you monitored numbers

All the children attended and the teachers.

3.1.3 Include results from basic audience research

See Appendix 1

3.4.1 Was the target audience reached?

Yes

3.4.2 What activities worked well in terms of communicating the key messages?

The Agency staff who went into the schools for the briefing session used it as a means of getting to know the children so when they came down on the day they recognised the staff. It was the same members of staff who went into the schools who greeted them when they arrived on the island.

3.4.3 What could have been improved ?

Post event visits could have been arranged to reinforce messages.

3.4.4 How many staff were involved at the event? What was their feedback?

Six members of staff, two per school.

4. Festival

4.1 Friday 7th July – Schools and VIP day

Friday was a schools day and for VIP's. Three schools came down on the Friday; Oxford Road, Newtown and Thameside Primary. They were split into groups and visited 4 activity stations based on Agency themes; Wise up to Water, Get your Waste Sorted, Bugs and Grubs and Fun by the River. Activity sheets, presenter's notes and teacher's notes were produced, see Appendix 2.

They got a passport when they came onto the island and were met by a huge otter, watervole and crayfish (care of some very entertaining EPOs!). The passport was stamped at each of the activity stations.

The VIPs arrived in time to see one of the schools in action. They were also given a guided tour of the island and the physical improvements pointed out. These included a path around the island for different types of mobility, a pond, four seasonal display panels, 77 bird and bat boxes, seating and an archway made from some old lock gates.

Professor Jeremy Joseph and Councillor Katherine Peake officially opened the island.



Liz O'Neill, Nicki Atkins, The Mayor of Reading Bob Green, Councillor Kathryn Peak, Professor Jeremy Joseph, Adrian Lawson and three of the local ward councillors.

In the evening a barbecue for staff was held which was well attended (160 staff) and a jazz band played between 5pm and 7pm (one of the members of the jazz band was an engineer in the flood Defence department). The atmosphere was really good and a lot of very positive feedback was received from the staff - for some it was the first time they had seen the results of a partnership project.

4.1.1 Timetable

The itinerary for Friday is shown in the table below.

Time	Who	Activity
9.45 – 11.00	Oxford Road Primary School	Divided into 4 groups. Visit each activity station in turn for 15 minutes led by buddy. Followed by 15 minutes break for refreshment.
11.00 – 12.15	Newtown Primary School	Divided into 4 groups. Visit each activity station in turn for 15 minutes led by buddy. Followed by 15 minutes break for refreshment.
12.30 3.00	VIP arrival VIP's depart	12.15 VIP's arrive at KMH, escorted to View Island 12.30 – 1.00 buffet 1.0– 1.30 split into groups and given tour of the island 1.30 – 2.00 see schools in action 2.00- 2.30 photo call and official opening 3.00 depart
1.30 – 2.45	Thameside Primary School	Divided into 4 groups. Visit each activity station in turn for 15 minutes led by buddy. Followed by 15 minutes break for refreshment.
3.30	Wallingford Staff	Coach leaves Offices
5.00	Chris Birks	Speech
5.00 – 8.00	Agency staff	Jazz Band Barbecue

4.1.2 Attendance

- Schoolchildren – 150 in total from three local schools
- VIPs – 45 selected invitees
- Agency staff – 180 ticket allocation

4.1.3 Was the target audience reached?

We had selected local schools from low income or ethnic minority areas who were local enough to use the island again or to walk there on the day. The three schools who were invited and attended the event were Thameside, Oxford Road and Newtown Primary.

4.1.4 What activities worked well in terms of communicating the key messages?

The four activity stations and activity sheets based on four Agency themes; Wise up to Water, Fun by the River, Bugs and Grubs and Get your waste sorted. Each activity sheet comprised of two activities. The first was to be completed at the activity station with help from Agency staff; the second could be done later at school or at home. The most popular station was the one themed on waste due to the more interactive nature of the activity e.g. can crushers and sorting waste.

Wise Up to Water Activity Station – children learnt about the water cycle and using water wisely



Fun by the River Activity Station – children were made aware of activities on and around the river and the importance of safety.



Bugs and Grubs Activity Station – children identified water invertebrates and learnt how different invertebrates are present depending on the water quality



Get your Waste Sorted Activity Station – children learnt the three 'R's, reduce, reuse, recycle. They sorted waste and crushed cans.





Thameside Primary in the open-air classroom, educated, refreshed and fully environmentally friendly!

4.1.5 What could have been improved ?

The children needed slightly longer at each activity station to complete the main activity.

4.1.6 How many staff were involved at the event?

See Project Team Structure section 2

4.1.7 What was their feedback?

See section 5.10 and 9.2

4.2 Saturday 8th July – Family Day

Saturday was a family day, which was attended by approximately 600 people. Various activities were held and programmed throughout the day. These included; kite making, face painting, electric fishing demo, EP demo, open-air theatre, wildlife talks and a canoeing event.

4.2.1 Timetable

The Timetable for the Saturday is shown below

Programme of Events Saturday 8th July

8.00 – 9.00	Practice Runs for Canoe event
9.00	Entries taken
10.30- 3.30	Canoe Runs
10.45 – 11.15	EP Demonstration
11.30 – 12.00	Electric Fishing Demonstration
1.00 – 1.30	Wildlife Talk about the Island
2.00 – 2.30	Programme of Music – The Very Moving Festival Co
2.30 – 3.00	Wildlife Talk about the Island
2.45 – 3.15	EP Demonstration
3.00 – 4.00	Team Runs for Canoe Slalom
3.30 – 4.00	Electric Fishing Demonstration
4.15 – 4.30	Medal Ceremony for Canoe Slalom
4.30 – 5.30	Open-air Theatre – The Very Moving Festival Co

All day attractions include

- RSPB
- BBOWT
- Swan Rescue
- willow spiler
- face painter
- kite making
- mask colouring

4.2.1 Attendance

There were approximately 650 people visited the island on the Saturday. 450 were recorded between 11am and 4pm with a people counter. People came before 11am and after 4pm so we estimate about 650.

4.2.2 Was the target audience reached?

The target audience for the Saturday was the local community and families. This was achieved.

4.2.3 What activities worked well in terms of communicating the key messages?

The four activity stations and activity sheets based on four Agency themes;

Wise up to Water, Fun by the River, Bugs and Grubs and Get your waste sorted. The most popular station was the one themed on waste due to the more interactive nature of the activity e.g. can crushers and the enviroball game. The electric fishing demonstration was extremely popular and alerted people to another of the Agency's functions in a fairly dramatic and memorable way. The open-air theatre performance also worked well, the key message in the production was to look after the river.



Environment Agency's Electric Fishing demonstration nets a large pike.

4.2.4 What could have been improved ?

- Increased publicity
- Weather!
- The date clashed with the Wimbledon Finals and Henley Festival
- The EP demonstration could have been better located

4.2.5 How many staff were involved at the event?

See Project Team Structure and additional staff helping out, section 2

4.2.6 What was their feedback?

See Feedback section 5.10

5. Objectives of festival

How successful was your event in meeting the key objectives as listed below?

[Please provide a written summary explaining how you achieved each objective, indicate how this rated against your original scoring assessment in your project proposal and provide an explanation for any variations.]

5.1 Did your Festival create opportunities for learning?

- What were the main messages that you promoted and how well could these be translated into actions by the individual?
- What were the levels of awareness of the Agency prior to the festival?
- Was the festival successful in promoting the Agency?

The four main themes were; Wise up to Water, Fun by the River, Bugs and Grubs and Get your waste sorted. These messages were put across in Activity Stations where there were practical hints regarding how people could make a difference at home.

The Agency was promoted during and in the run up to the festival through the local radio and newspaper, by distributing flyers through local amenities and by advertising at other local events.

Scoring in proposal: 3

Actual scoring of event: 4

Explain any variation: The Activity Stations were very successful at conveying the messages and the open air theatre production was very popular, the message there was to look after your countryside and the wildlife in it.

5.2 How did the local community benefit from your Festival?

- How many local people did the event attract and what communities did they come from?
- Did the benefit to the local community meet expectations?

The event attracted three schools on the Friday and over 600 people on the Saturday. They came from local communities and we received a lot of positive feedback from the visitors.

Scoring in proposal: 3

Actual scoring of event: 4

Explain any variation: The event attracted more people on the Friday (especially staff) and slightly less on the Saturday but we had heavy rainfall and the event clashed with the Wimbledon finals and Henley Regatta. The canoeing event which was planned was cancelled due to vandalism of the slalom course, a small event did take place but a lot of the competitors left once they saw the damaged course to go to an alternative venue.

5.3 Did your Festival largely or entirely benefit children/and or young people?

- How many schools, colleges and youth groups were involved?
- Have you had any feedback from them following the event?

Three schools were involved on the Friday. On the Saturday we ran activities geared for children e.g. kite making, face painting, mask colouring and the open-air theatre. Reading Art College were one of the main partners. We have received formal feedback from one of the schools, see Appendix 1.

Scoring in proposal: 4

Actual scoring of event: 4

Explain any variation:

5.4 How effective were you at targeting urban and underprivileged communities?

- What was the socio-economic breakdown of your visitors? How did you target these groups?

- How effective were these tactics?

We worked with Reading Borough Council to identify schools in low income and ethnic minority areas and this meant we successfully targeted this audience.

Scoring in proposal: 4

Actual scoring of event: 4

5.5 How did you provide equality of opportunity?

- What proportion of visitors were from non-white communities? How did you specifically target ethnic & other minority groups?
- How effective were these tactics?

We worked with RBC to identify schools and we asked schools about language, dietary and learning/behavioural difficulties. We also wrote to the school and visited all the schools prior to the event. The second day was targeted at the local community.

Scoring in proposal: 3

Actual scoring of event: 3

5.6 How did you address the needs of people with disabilities?

- What proportion of your visitors were registered as disabled?
- How did you specifically target disability groups?
- What provisions were provided for access issues?
- Were they satisfied with the facilities provided?

An estimated 10 % of the visitors on the Family Day were either disabled, walked with the aid of a walking stick or had a pram with them. We targeted family groups through advertising and widely publicised that we had constructed a path to facilitate access for people with lower the average mobility. The bridge over the Mill Stream had been rebuilt as part of the project to lesson the angle and allow easier access. Disabled toilets were also provided.

Scoring in proposal: 4

Actual scoring of event: 4



The path was constructed so people with different levels of mobility could use it.

5.7 What is the legacy value of your project?

- What physical improvements were created?
- What other legacy values were there?
- Are there any plans/partnerships to maintain/develop the project?
- How many visitors might return to the site in future

Physical improvements included a pond and dipping platform, a disabled path, an open-air classroom, interpretation boards, benches and seating, bird and bat boxes, a canoe platform, an archway made from lock gates, two wooden carvings (a troll and a duck) and a boardwalk. Other legacy values include a free educational resource for schools, an amenity area for the local community, a haven for wildlife and a unique park (the only dog free park in Reading) created to encourage wildlife.

Early indications show there is a steady stream of people using the island every day, mainly for walking and picnicing.

Scoring in proposal: 4

Actual scoring of event: 5

Explain any variation: We exceeded expectations with more physical improvements taking place than we first planned. The open-air classroom was spectacular!



The VIPs gather in the open-air classroom. Two of the seasonal education panels can be seen. The artwork of the pond and the other environmental features on the floor really make this area special.

The boardwalk onto the island, welcome board with map, hand carved troll and one of the many bird boxes which were put up on the island can be seen on this photograph.



Pond, dipping platform, path and benches can be seen on this photograph. In the top right hand corner, the archway constructed from old lock gates is just visible.



One of the four seasonal educational panels in the open-air classroom.



The canoe platform.



5.8 How did you unlock parts of the local heritage not usually seen by the public?

- What steps were taken to provide access locations that the public don't normally reach?
- How effective was this in promoting heritage issues?

The island is now open to the public 24 hours a day 365 days a year after being closed since 1968.

Scoring in proposal: 3

Actual scoring of event: 4

Explain any variation:

The public reaction to the island being opened up was fantastic.

5.9 To what extent did you create new and innovative partnerships?

- List of partners and value of support provided (either in kind/finance/staff time)

Company	Item	Monetary Value
Heritage Lottery Fund	Grant	£30,000
Euodec Ltd	Masking Tape, buckets and hand wash (for work in the open-air classroom)	£30
Wickes Building Supplies	Paint and Brushes	£50
Reading College of Art	6 students for 15 days designing and painting open-air classroom	£4500 Using £50/day for volunteer time
Smiths of Bletchington	Supplied gravel for pond at £6/tonne instead of £13/tonne. We needed 20 tonnes	£140
S Grundon (Ewelme)Ltd	Supplied gravel at £4/tonne instead of £10/tonne. We needed 80 tonnes for the path	£480
Mars UK	1000 bars of chocolate	£250
Tesco	Food and drink for children (included apples, bananas, raisons, juice)	£107
Halfords	Voucher for Bike as prize for competition	£100
Reading Borough Council	Benches, Boardwalk, Mill Stream Bridge, clearance work, bank protection work, bird boxes (some), grass cutting.	£80,000 (inc £22,000 for Mill Stream Bridge)
British Canoe Union	Temporary slalom equipment to run event and volunteer to run event.	6 people at £50/day £300
	TOTAL	£115,957

How effective were you at securing partnership targets (6.5k target)?

See above

What proportion of partners were from private vs public sector?

See above

How did these partnerships differ from those usually associated with the Agency or the environment?

Most of them were for small amounts or donations in kind. Many of the project team got involved in getting sponsorship and it worked well as they were very committed to what they

were doing and therefore could sell the project well. The majority of sponsors were dealt with face to face so we were able to explain the project much more clearly.

What long-term benefits have been gained from the partnerships?

- A common understanding of organisations aims and objectives
- Improved Agency's image
- Demonstrated enthusiasm and professional approach to partnership working

Did you learn any lessons about working with partners?

- Difficult sometimes with different policies and procedures
- PR strategy needs to be carried out together
- Need for formal minutes at meetings of all partners
- Difficult to deal with partners when they have not delivered actions

Please provide any feedback from partners where possible, see Appendix 3.

If you worked with Volunteer groups what were your experiences?

The volunteer groups we worked with were mainly the local residents who wanted to be consulted on everything.

Scoring in proposal: 3

Actual scoring of event: 3

Explain any variation:

5.10 What value did Agency staff get out of your festival?

Explain to what extent the festival;

5.10.1 established new working practices for staff

- Working as a multifunctional project team
- Project management
- Educational work

5.10.2 Key messages we got across

- Reduce, reuse, recycle
- You can have fun by the river but you need to be careful! Safety issues
- Use water wisely
- The Agency uses invertebrates to determine water quality
- Crushing cans is fun
- West Area can deliver a good project
- Electric fishing promoted the Agency generally
- View Island is a unique park

5.10.3 New skills acquired by staff

- Negotiating skills
- Delegation skills
- Educational role
- Presentation skills
- Time management
- Decisiveness
- All levels of communication
- Creating display panels

- Leadership skills
- Children's entertainers!
- Greater awareness of other functions and more respect
- Personal development



Three EPO's learn a new skill!

5.10.4 Things we did well

- Team Spirit – enthusiastic and committed
- Acted as a team – people's strengths and weaknesses were managed
- Allocating each project team member a specific task
- Activity Sheets, Presenters Notes and Teachers Notes
- Activity Stations – good at getting the message across
- School buddies
- Time keeping
- Passports and stamps
- Goody Bags – children loved them!
- T-shirts
- Design for the event – simple, fun and appealing
- Open-air Classroom
- Seasonal Display Boards
- Schools event – reached target audience, low income, ethnic minority
- Interaction with the children was good

- Going to the school before the event – meant the children knew what to expect and recognised somebody they had met before
- Animal costumes worked well
- Sponsorship – face to face contact worked well - got materials for free or much cheaper
- Staff BBQ
- Whole 2 day event – good mix of people
- Problem Solving – team worked well at solving the many problems that came up
- Translating plans into actions
- Delivered what we were asked to deliver, e.g. legacy, outreach, festival
- Health and Safety – Risk Assessments and briefings
- Communication at the 2 day event – by use of walkie talkies
- Open-air Theatre
- Electric Fishing
- Kite Making
- Other organisations present, BBOWT, Swan Rescue and RSPB
- Chris Birks talking to the project team
- Helen sending out thank you letters
- Brain and Mark helping set up

5.10.5 Things we could have done better

- More time in each activity station
- More time for project as a whole
- Organised RWC earlier (but difficult as HO originally said we could not use them)
- Better support from HO – often guidance was too late
- Better support from AMT – (exceptions being Mark and Brian)
- Set up on the Saturday
- VIP attendance was suggested by AMT but then did not follow it up. Project Manager should have addressed this at an early stage
- Weather!
- PR – better planning and a better handle on who was doing what – confusion between region and area
- Flyers – no start time on and no mention of “no dogs”
- Take somebody off line to Project Manage
- Management of Landscape Architects involvement from the beginning
- Consultation of other local community groups
- Navigation involvement, it would have been beneficial to have had somebody from the navigation on the project team but due to the clashes with Henley this was not possible
- Location of EP demonstration was away from the main island and therefore it did not receive many visitors
- Feedback from the children after the event – possible carry out second visit to school
- More cans needed for crushing – ran out!
- Explain to the teachers that Agency staff are not qualified presenters or have an education background

5.10.6 Things we did badly

- Staff needed more breaks
- Banner (final communication with Railtrack)

Everyone sits together to enjoy a magical musical performance from the Very Moving Festival



Children learn the importance of protecting the environment through music



- Timing of official opening ceremony – most of the project team were tied up with the school children so did not see it.
- No feedback from VIPs

5.10.7 Things we would not do again

- Chris Birks' speech - it was not the right revenue to deliver such a speech, it did not fit in with the relaxed atmosphere staff were expecting.
- Prof. Jeremy Joseph – opening the island. Press very confused as to who he was and what his relationship with the Agency was. They got very confused when we explained about the AEG. The press generally wanted to refer to his position within the Agency. It would have been easier if a manager from the Agency had opened the island.
- Clearer mandate from line managers about how much time people could spend on the project. Cannot work without this.

5.10.8 Best Moment/ Worst Moment

	Best Moment	Worst Moment
Vince	After the first lot of children had been through the activity stations and we knew everything worked!	Thursday night after setting up – being shattered
Peter	Putting up tarpaulins! When the jazz band started playing and everybody was having a good time	Railtrack incident
Sally	Meeting the children and welcoming them to the island and picking up the T-shirts	Feeling ill on the Saturday and having three lads causing problems.
Natasha	Seeing the kids happy after they had made their kites	ICI pulling out of sponsorship
Lesley	Getting a little boys attention and him being interested.	Contamination moment!
Nicki	The arrival of the second school on the Friday and seeing them run into the open-air classroom. General atmosphere and having all the staff together at the barbecue	Potential soil contamination
Paula	Going into the schools before the event to prepare the kids	Sorting out the portaloos after the event when they had been vandalised.
Geoff	Being told by the very moving festival that it was the best place they had ever performed.	Railtrack incident
Helen	While making kites a little lad with his face painted and dressed up as Batman, sang "love is like a flowing river"! He was completely wrapped in atmosphere and was having the best time ever! Goes to show there's more to life than a 'playstation' !	Does not have one
Jo	Seeing the kids enjoy themselves and remembering what they had learnt.	Cutting finger and having to go to the Red Cross!
Liz	Getting flowers from the project team and feeling proud that it went well	Monday morning realising it was all over Railtrack incident

Scoring in proposal: 2

Actual scoring of event: 5

Explain any variation:

There were lots of spin off benefits we had not taken account of or imagined at the start of the project, the feedback from the staff was all positive. They had delivered a project, for many of them the first time they had undertaken project work of this nature, and done it successfully, they had really taken ownership of the project and gained a great deal of satisfaction and pride in what they had achieved. They also learnt a lot about themselves and the other members of the project team. Spin off benefits of the project were;

- Personal development
- Better appreciation of other functions
- Got to know staff previously they had not had contact with
- Made contact with the public in a positive way
- Raised morale
- Gave staff a feeling of pride in their achievement and in the organisation

6. How effectively did you deliver any additional Regional (RMT) and Area (AMT) objectives?

Please provide details of how you assessed this.

Navigation and Recreation policy – encouraging people back to the river.

We counted the people who came to the island on the day and further monitoring will take place over the next few months both by RBC and ourselves.

Improve and enhance the environment.

This was achieved through all the physical changes we made to the island listed previously.

Increase public awareness – environment, heritage, conservation, water and waste minimisation.

This was achieved through the four activity stations and through display material, advertisements and media reports.

7. Advertising and promotion

7.1. Include a copy of the communications plan (Target audiences, methods used, timetable of activity)

See Appendix 4.

7.2 Details of internal/staff promotional campaign the internal campaign included emails.

Posters were put up on site and at the Regional Office. Articles were written for grassroots and the Area cascade. The project manager also attended AMT meetings on three occasions to give regular updates. Emails were sent frequently detailing updates of the project or asking for support. Towards the festival date invitations were sent to all staff electronically to the barbecue on the Friday evening and to the family day on the Saturday.

7.3 How effective was this in getting staff support?

It was reasonably successful. Some members of staff were sceptical about the project until they attended the barbecue on the Friday evening and saw the island for themselves. Communication was important to get them to go to the barbecue.

7.4 Details of external promotional techniques (include copies of materials used)



A banner advertising the event was erected over the railway bridge in Reading a week prior to the event.

An advert was placed in the local paper, see Appendix 5. Reading Borough Council placed flyers in local libraries and leisure centres etc. The Agency attended Reading Water Fest which took place two weeks prior to View Island where we distributed flyers and leaflets to members of the public and to the local community, see Appendix 6. We also distributed a Project Brief to potential sponsors and used it when we had general requests for information about the project, see Appendix 7.

7.4.1 How effective was the promotion?

This could have been better. We could have tried to court press interest on the run up to the event a bit better, unfortunately the PR representative on the project was pulled away to a major incident.

7.6 Copies of Press /media coverage

See Appendix 8.

7.4.2 What lessons did you learn?

The main lesson learnt was that it would have been better to concentrate on promoting the island as a "concept" rather than just relying on the physical features. That way we could keep publicising even when individual elements were in doubt for delivery.

8. Budgets

8.1 Did you manage to deliver the event within your proposed budget?

No

8.2 What was your proposed vs actual spend ?

£ 30,000 from HLF
£ 36,000 from Environment Agency
£ 85,957 from sponsors
£151,957 TOTAL Proposed Budget

£ 30,000 from HLF
£ 45,091 from Environment Agency
£ 85,957 from sponsors
£161,048 Total Actual Spend

£9,091 deficit (6% over)

Full budget details are available in Appendix 9.

8.3 If there were any variations what were the main reasons for this?

The cost of the work on the ground carried out by our Regional Works Contractor varied due to problems that arose during construction. We also added costs to the project at the end e.g. security which we had not originally thought would be necessary.

8.4 What was the overall value of sponsorship/partners activity? (As £ estimate and as a % of total event cost)

£86,957 in sponsorship which is 56.6% of the total cost (£151,957)

8.5 Was this external support greater or less than you had anticipated?

External support was more than we originally thought.

9. Other Issues

Please include details of any experiences or comments that you feel may not have been covered by the sections above.

9.1 Risk Assessments

Risk assessments were carried out for the work undertaken on site by the RWC and also for the two-day event. A lot of time was invested in this process to feel confident that we had covered every eventuality. The Project Manager met with the Health and Safety Manager from the region on several occasions and full briefings with the staff were held prior to and during the event.

The risk assessments are detailed in Appendix 10.

9.2 Written Feedback from Staff.

After the event was over the staff involved in the project were extremely proud of what they achieved. The Project Manager and other members of the project team received many comments about the project and to try and capture this feeling a book was circulated for people to write their comments in. Some of these comments are detailed in Appendix 11.

9.3 Feedback from members of the public.

We have received many comments from members of the public, stating how pleased they are that View Island is once again open to the public and that the improvements made to the island make it a very special place. We have also received letters and phone calls from members of the public and details of these are included in Appendix 12.

9.4 Plans of View Island

Richard Hellier a Thames Region's Landscape Architect drew up plans of View Island at the beginning of the project which we worked to and used as a means of consulting various external bodies such as The Heron Island Residents Association and the Woodlands and Waterways Committee at Reading Borough Council. These plans include the design of the pond created on View Island and are included in Appendix 13, along with an aerial photograph of the island when it was being used as a boat yard.

9.5 Additional Photographs

Appendix 14 contains additional photographs of the island and the two-day event.

This section is to be completed by the Project Manager as overall feedback for each region. Please supply any comments you may have directly to your Regional Project Manager, who will co-ordinate a single response for each region.

10. Project support

How did you rate the support provided with reference to the following:

Please rank from 1-5 (1=v.poor 3=adequate 5=excellent) and explain why you have given that score. If you have given a score of 3 or less, it would help us to know what you think could have been done to improve the support in this area.

National Project Managers meetings (*relevant to PMs only)

Quality of written project planning and guidance information

2 – much of it was too late

Proposal forms and approvals procedures

4 - fine

HLF monitoring and progress forms

3 – forms were fine but deadlines not really made clear and not reminded – it would have been good having somebody reminding you – there was already enough to think about.

Budget and finance procedures and processes

4 – worked well

Guidance and support from HO team in person, as required

3 – very good on the day, however early on there was not a lot of support. First we could use the IBU then we couldn't then we could. T-shirts were known about at a very late stage.

Guidance and support from Regional Project Manager

3 – meetings were good when we had them but it would have been better if we had programmed them in immediately after the national ones then information would have been more easily cascaded.

Commitment and tangible support from RMT and AMT to deliver the festivals

4 - AMT support was slow to kick off but then came very strong. Having an AMT champion on the project was a definite benefit

Quality of internal communications to staff about festival project in general

4 – An article was included in Grassroots about all of the regions projects, we then sent emails and put up posted advertising the event. The project team was multifunctional and therefore a lot of communication was by word of mouth.

Quality of external communications about festival project in general

3 – We did a lot of coverage about the event immediately prior to the event and just after but we could have been better on the build up.

Information on the Internet and Intranet site

3 – We used it to download the forms

Festival Branding materials (logos, poster templates etc)

1 – the logos and branding were not known about until we had already established our own. We were advised by PR to only use one logo if possible otherwise there was a lack of continuity. We used the Agency's logo and our own project logo.

Marketing and promotional goods (T-shirts/banners/balloons)

2 – Again we did not make full use of these as we had already developed our own. The other major problem with our project was that the locals were very sensitive to the word “festival” as in Reading that implies a large event with a lot of noise! So we deliberately stayed clear of promoting it as a festival. We were advised to do this by RBC who has had a long relationship with the residents!

Usefulness of partnerships pack and training sessions

1 – I did not receive a pack or any training.

New Millennium Experience Company

I did not have any dealings with them

-Did you have any contact with the NMEC local office?

-What help did they provide?

Appendix 1

Feedback from Schools

A brilliant day Thank you!

WILDLIFE ENCOUNTER 2000
TEACHER'S EVALUATION FORM

Name	Matt Driscoll / Katie New
School	Newtown Primary
What were your expectations of the day? Were those expectations met?	Yes That activities would be run - environment mainly focusing on rivers
Were the preliminary instructions and information provided clear and sufficient?	Yes - it would have been helpful to have sooner nice to know which coach company meeting with
Were the activities and resources suitable for the age of children?	Recycle - excellent spot on. Bugs - a little too much info in time. Table + chewing could have been more hands on
What did you find particularly useful?	The Recycle tent was extremely useful as was the water cycle as it fits into the curriculum
What did your pupils most enjoy? What lessons were learnt?	They enjoyed the bugs tent the most I feel that the water cycle & wastage of water came into it. Excellent lesson on recycling, sorting waste, reusing
Had you heard of the Environment Agency prior to this event?	Can crushing No
Do you now have a better understanding of the Environment Agency's work and responsibilities?	Yes
Do you feel that your visit to View Island could have been improved in any way?	A little longer at each tent, allowing children to really absorb lesson / topic before starting, also allow children more time for hands on - A little longer to look at bugs the kids were dying to spend more time investigating.

Thank you for taking the time to complete this form.

Please return to: Nicki Atkins, Environment Agency, Isis House,
Howbery Park, WALLINGFORD, Oxon. OX10 8BD

Water cycle - good suitable for 5/6 years
Safety - suitable



ENVIRONMENT AGENCY

From: Fiona Hoggard
To: plus4
Date: 14 July 2000 2:01pm
Subject: View Island research

Hugh

I had a look at the teachers comments.

The main things that came out were they seemed to all enjoy the day and welcome the opportunity to get outside and reinforce things they have learnt in the classroom.

They particularly liked the physical activities can crushing/ sorting rubbish/ bugs

The 'improvement' comments related to some of the written activities being too hard/complicated (esp if English 2nd lang) and the fact that with the size of group/time restrictions they did not have time to really absorb the info- especially the safety stuff or look at the Island properly.

The kids learnt about the need to take responsibility for the environment and about their impact on it. esp recycling.

One teacher felt they probably would not remember the lessons unless there was some follow up.

My thoughts for follow up phone qus to the teachers next Thursday include;

What do they remember of the day generally (pos/neg)?

Have they got any plans to do follow up activities with the kids?

Are they likely to take the children to visit the Island again as part of school activities?

What are their views about the usefulness of the Agency providing materials for them to use in class as reinforcement either before or after an event like this?

If the Agency held any follow up days in the future would they be interested?

Are there any other issues that they would like to see covered?

What format would they like to see?

Liz- if you can think of anything else you'd like covered let me know on Monday/Tue if possible?

Fiona

CC: TH.Wallingford1.ONEILLM

Appendix 2

Activity sheets, Teacher's Notes and Presenter's Notes



Fun by the river

Presenters' Notes

Tasks

- Identify recreational activities on and by the river, and associated hazards.
- Complete a 'string maze' to match activities and objects.

Objectives

- To appreciate the many different uses of the river as a recreational resource.
- To recognise hazards associated with different activities on and by the river.

Resources

- Visual aid of the river.
- Pictures to represent activities.
- Activity sheets.
- Passport stamp.



Notes on Presentation

1. Introduce activity.
2. By referring to the visual aid, get the children to name different recreational uses of the river by raising their arms and being asked to answer. As each use is identified, and if represented by a picture card, attach it to the visual aid of the river.
3. Ask the children to record each depicted recreational activity on their sheet in the table of **Activity 1**.
4. Get the children to identify hazards associated with each recreational activity and then record the hazards by ticking the relevant boxes in their table.
5. Discuss safety measures, which can be taken to minimise dangers.
6. If time permits, start the children on **Activity 2** on their sheets.
7. Stamp passports.





Fun by the river

Teachers' Notes

Tasks

- Identify recreational activities on and by the river, and associated hazards.
- Complete a 'string maze' to match activities and objects.

Objectives

- To appreciate the many different uses of the river as a recreational resource.
- To recognise hazards associated with different activities on and by the river.

Resources

- Visual aid of the river.
- Pictures to represent activities.
- Worksheet.

Extension Activities

- Visit a river, record activities, identify any hazards and discuss how each activity can be done safely.





Use the table below to note down the different uses of the river and put a tick in the columns to record any hazards.

Activity 2

Draw a line to match the activities and objects together. Then write the name of the activity along the line.



ENVIRONMENT AGENCY



Bugs & grubs

Presenters' notes

Tasks

- Look at different water samples, observe, identify and record animals, and determine the quality of water in which the animal lives.
- Match different birds to their feet and their food.

Objectives

To gain knowledge of...

- How different animals living in a water sample can indicate the quality of that water.
- The different functional characteristics and diets of aquatic birds.

Resources

- Pond dipping equipment and sample containers.
- Animal identification charts.
- Activity sheets.
- Passport stamp.



Notes on Presentation

1. Introduce activity.
2. Explain to the group as a whole how to complete **Activity 1** on their sheets.
3. Divide the group into three and direct each to a separate table of samples.
4. Once the groups have recorded their observations and if time permits, start the children on **Activity 2** on their sheets.
5. Stamp passports.

Answers to Activity Sheet

Activity 2

Heron	Fish	Grebe	Fish, insects, weeds
Swan	Snails, weeds, worms	Coot	Weeds, worms
Duck	Weeds, worms		





Bugs & grubs

Teachers' notes

Tasks

- Look at different water samples, observe, identify and record animals, and determine the quality of water in which the animal lives.
- Match different birds to their feet and their food.

Objectives

To gain knowledge of...

- How different animals living in a water sample can indicate the quality of that water.
- The different functional characteristics and diets of aquatic birds.

Resources

- Pond dipping equipment and sample containers.
- Animal identification charts.
- Worksheet.

Extension Activities

- Collect some water and sediment from a pond or stream. Look for animals and using an identification chart, determine the quality of the water.

Answers to Activity Sheet

Activity 2

Heron	Fish	Grebe	Fish, insects, weeds
Swan	Snails, weeds, worms	Coot	Weeds, worms
Duck	Weeds, worms		





Bugs & grubs

Activity 1

Look at the sample in the tray and draw each different animal in the table below.

Then use the posters to name each animal and tick the type of water where that animal can be found.

Drawing of animal	Name of animal	Water type		
		good 😊	fair 😐	poor 😞



Activity 2

Match the feet and food to the birds below.



Coot



Swan



Heron



Duck



Grebe



BUG IDENTIFICATION CHART

1. Stonefly nymph

These are very slow moving. Found in clean running water with a gravel or stony bed. This stage in its life can last 4 years.

Needs highly oxygenated unpolluted water.



5. Bloodworm

This is a larva of a midge. Swims quickly by looping and unlooping. Bright red in colour.

Can survive in water containing some pollution.



2. Mayfly nymph

Found in both fast and muddy water. Moves quickly by moving its abdomen up and down. This stage in its life lasts for 3 years.

Needs highly oxygenated unpolluted water.



6. Water louse

Crawls about slowly. Does not swim. Eats dead and decaying matter.

Can survive in water containing some pollution.



3. Freshwater shrimp

Swims quickly on its side. Found in fast flowing water, feeds on dead and decaying matter.

Can manage with less oxygen.



7. Sludge worm

Deep red colour. Builds thin mud tubes.

Can live in highly polluted water.



4. Caddis fly larva

Crawls about on the river bottom. Builds and carries about a case to protect its soft body. Eats plant material.

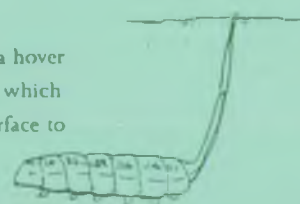
Needs well oxygenated water. Does not like pollution.



8. Rat tailed maggot

This is the larva of a hover fly. Has a long tube which it extends to the surface to breathe oxygen.

Can live in highly polluted water.



ENVIRONMENT AGENCY

BIRD IDENTIFICATION CHART



Coot

Family: rail, number in family 3
Food: shoots of reed, roots, algae; also insects and eggs
Feeding: diving to depths of seven metres, leaps out of the water first to achieve this.
Breeding area: British Isles
Wintering area: British Isles



Grey Heron

Family: heron, number in family 2
Food: Varied fish, small mammals and birds
Feeding: Stands still, waits and sees. Stalks prey.
Breeding area: British Isles
Wintering area: British Isles



Mute Swan

Family: Swans, geese and ducks.
 Number in family 2
Food: submerged vegetation, some snails or worms plus grasses when grazing on meadows. 4kg of wet plant material a day.
Feeding method: upending or dipping head and neck, grazing.
Breeding area: British Isles
Wintering area: British Isles



Great crested grebe

Family: grebe number in family 2
Food: any type of fish, size 2. 2cm, they need 100-200 grams per day. Do eat some insects, molluscs and sometimes plants.
Feeding method: diving
Breeding area: British Isles
Wintering area: British Isles



Mallard

Family: swans, geese, ducks
 Number in dabbling ducks family 5
Food: Autumn/winter, crops, weeds, acorns. In spring/summer, fresh-water invertebrates taken from the water and on land.
Feeding method: Pecks and dabbles (sieving food) or by up-ending. Occasionally it will perform shallow dives.
Breeding area: British Isles
Winter area: British Isles (+migrants)



ENVIRONMENT AGENCY



Wise up to water

Presenters' Notes

Tasks

- Draw the water cycle.
- Find key words relating to water conservation in the wordsearch.

Objectives

- To appreciate the importance and uses of water.
- To understand the water cycle and how to minimise water use and help prevent shortages.

Resources

- Water use and Water Cycle visual aids.
- Activity sheets.
- Passport stamp.



Notes on Presentation

1. Introduce activity.
2. Introduce the water cycle visual aid. Ask each child in turn to come up and place part of the cycle on the picture.
3. Get children to complete **Activity 1** on their sheets.
4. By referring to the visual aid, get the children to name different users or uses of water by raising their arms and being asked to answer. (eg farmers, gardeners, supporting fish and wildlife, taking a bath, washing clothes, etc.)
5. Explain how shortages of water can occur.
6. Discuss how water usage can be minimised.
7. If time permits, start the children on Activity 2 on their sheets.
8. Stamp passports.





Wise up to water

Teachers' Notes

Tasks

- Draw the water cycle.
- Find key words relating to water conservation in the wordsearch.

Objectives

- To appreciate the importance and uses of water.
- To understand the water cycle and how to minimise water use to help prevent shortages.

Resources

- Water use and Water Cycle visual aids.
- Worksheet.

Extension Activities

- Visit a local drinking water treatment plant.
- Identify uses of water in the home or at school and how these can be minimised.





Wise up to water

Activity 1

Using the space below, draw the water cycle.

sun

cloud

rain

condensation

evaporation

lake

river

sea



ENVIRONMENT AGENCY

Activity 2

Find these words hidden in the puzzle below. They run in straight lines vertically, horizontally and diagonally, either forwards or backwards.

DRIP
DROUGHT
FISH
FROG

HOSEPIPE
LAKE
RAINFALL
POND

RIVER
SHOWER
SUN
TAP

D	R	O	U	G	H	T	H
S	A	I	G	D	Q	Z	O
H	I	N	V	O	N	H	S
O	N	U	W	E	R	O	E
W	F	S	U	N	R	F	P
E	A	Y	J	B	T	I	I
R	L	A	K	E	A	S	P
F	L	D	R	I	P	H	E

Watery facts

Everybody needs water.

All the water we use comes from rivers or underground streams.

If we waste water our rivers and the wildlife that live there could suffer.

There are many ways we can save water at home.

- Have a shower instead of a bath - it uses three times less water.
- Turn off the tap between brushing your teeth and rinsing
- Put a plastic bottle or 'hippo bag' in the toilet cistern. It saves water during flushing.



ENVIRONMENT AGENCY



Get your waste sorted

Presenters' Notes

Tasks

- Match the items of rubbish to the correct route for disposal, recovery or recycling.
- Find key words relating to waste in the wordsearch.

Objectives

To develop an understanding of...

- How the quality of the environment can be sustained and improved.
- How to sort waste materials into groups on the basis of simple properties.

Resources

- Visual aids depicting disposal of waste.
- Walk-through composter.
- Items of rubbish to sort and relevant containers.
- Activity sheets.
- Passport stamp.



Notes on Presentation

1. Introduce activity.
2. Get the children to name different sorts of waste by raising their arms and being asked to answer. (eg crisp packets, drinks cans, apple cores, newspapers, bottles, etc.)
3. Discuss where waste is disposed, referring to visual aids depicting landfilling and incineration. Explain that landfilling and incinerating waste is not good for the environment.
4. Bring on the bin and tip out a selection of wastes. Ask each child in turn to come up, identify what an item of waste is made from and place it in the relevant disposal/recycling container.
5. At the end of the sorting activity get the children to complete **Activity 1** on their sheets.
6. As a group, collect the wastes sorted for composting and walk over to the walk-through composter.
7. If time permits, start the children on **Activity 2** on their sheets.
8. Stamp passports.





Get your waste sorted

Teachers' Notes

Tasks

- Match the items of rubbish to the correct route for disposal, recovery or recycling.
- Find key words relating to waste in the wordsearch.

Objectives

To develop an understanding of...

- How the quality of the environment can be sustained and improved.
- How to sort waste materials into groups on the basis of simple properties.

Resources

- Visual aids depicting disposal of waste.
- Walk-through composter.
- Items of rubbish to sort and relevant containers.
- Worksheet.

Extension Activities

- Visit a local recycling centre.
- Collect and sort rubbish from class waste paper bins
- Set up a school recycling system.



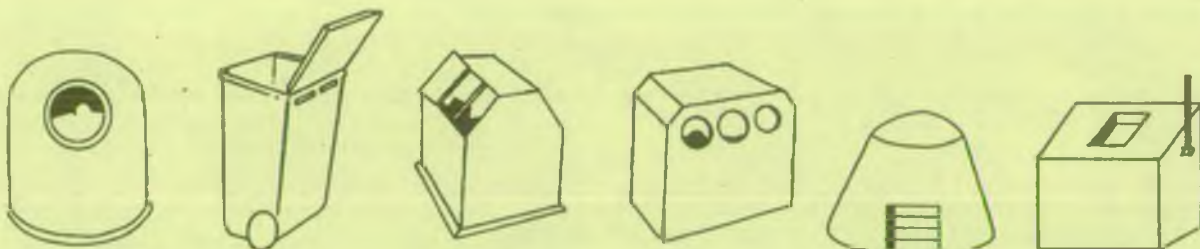


Get your waste sorted

Activity 1

All waste we throw away is made of different things. Some things can be used again.

Draw a line from the pieces of rubbish to where they should be thrown away.



Glass
Bottle
Bank

Wheely
Bin

Paper
Bank

Plastic
Bottle
Bank

Composter

Can
Crusher/
Bank



Activity 2

Find the words in the puzzle below. They run in straight lines vertically, horizontally and diagonally, either forwards or backwards.

BIN
BOTTLES
CANS
COMPOST

JARS
PAPER
PEEL
PLASTIC

RECYCLE
REUSE
TEABAGS
TINS

P	E	E	L	E	S	Z	P
A	Q	J	S	R	S	B	L
P	K	U	A	N	X	I	A
E	E	J	A	T	I	N	S
R	E	C	Y	C	L	E	T
B	O	T	T	L	E	S	I
M	T	S	O	P	M	O	C
T	E	A	B	A	G	S	F

Waste facts

There are lots of different sorts of waste.

This waste uses up very precious natural resources from the earth. If we keep on being wasteful, the world we live in could really suffer.

To cut down on the amount of waste we throw away we need to reduce, reuse and recycle.

- Recycling a 1 metre stack of paper saves one tree.
- Each week the average family throws away 3 bin bags of rubbish, a third of that could be recycled.
- Every year 16 billion drink cans are used in the UK. If they were lined up end to end they would stretch up to the moon and back!



ENVIRONMENT AGENCY

Appendix 3

Feedback from Partners

From: "Lawson, Adrian" Adrian.Lawson@reading.gov.uk
Reading Borough Council
To: 'Liz O'Neill' <liz.o'neill@environment-agency.gov>....
Date: 3 August 2000 2:47pm
Subject: RE: View Island feedback

Well I think you all worked incredibly hard, were very receptive to imaginative ideas, were resourceful competent and almost unflappable. The people who actually carried out the work, the IBU as you call them were a credit to you.

They not only carried out a lot of work very well, but the little touches, like helping the students store their kit, and letting them use their facilities for making tea etc, made the whole project more productive. The finished products of their labours are of a high standard.

The planning and management of the various elements, given that such delicate balances had to be struck, were not without difficult moments but these were very quickly and easily resolved

The creative side of deciding what to do for the Millennium project element, the path pond and signs, was especially enjoyable, bringing together a whole range of ideas at the cutting edge of open space provision.

The intention of providing a really wild park was something I have been keen to do for years. I was still not sure I had convinced all my colleagues here (members and officers) that it would work. However by having the Environment agency as a partner this gave much more credibility to my ideas. You actually brought in a slightly more urban feel, paths signs and more furniture, the works to the tennis courts etc, which has somewhat diluted my original concept, but not to the detriment of the island. That initial resistance to some of the ideas that was easily overcome was a testimony to your ability to sell an idea, and the resultant positive feedback from users shows that our judgement was right.

I was a little upset at the issues raised by the problems relating to the collapsing bank which I feel were blown out of context, but the problems were resolved with a lot of help from your colleagues, and the determination to get the job done and not let beaurocracy stand in the way.

To conclude you bought a lot of additional value to the project. We may have had it open earlier without the partnership, but it would not be anything like such a good place to visit as it is now.

You all deserve your backs patted, and when we will get that beer in.

From: "Lawson, Adrian" <Adrian.Lawson@reading.gov.uk>
To: 'Liz O'Neill' <liz.o'neill@environment-agency.gov....>
Date: 1 August 2000 3:34pm
Subject: RE: View Island feedback

Liz

attached are comments we have received, from visitors and staff, including a copy of our first site inspection report, since the Island was open, via email.

I also have a really nice letter saying thank you from previously sceptical local resident

I have only had 2 criticisms. One came from Mr Winter, about kids on a boat by the island, and one came from Mrs Winter about kids on a raft by the island. Both were passes to EA Navigation, as they were on the water, not the island.

I have had feedback from a lot of visitors and they all say similar things, how lovely, how quiet how tranquil, etc

No one is particularly interested (yet!) in the wildlife, they just love the peacefulness, (and the benches!)

I even had the kid in the town centre bike shop tell me he thought it was great.

We have also had enquiries about the carvings, from people who want one!

So far we have had no trouble or damage, but we have had a few people fishing, although they have all left when asked.

So far it has all been positive news.

From: "Lawson, Adrian" <Adrian.Lawson@reading.gov.uk>
To: 'Liz O'Neill' <liz.o'neill@environment-agency.gov....>
Date: 1 August 2000 4:10pm
Subject: RE: View Island feedback

And I have just had a telephone conversation with John Hewitt, who says it is a marvellous success, and there has been only one person with a dog, a couple of anglers but loads of people with kids who just amble around, pointing things out. He is very happy.
(and he is the reason why our litter pickers never find any rubbish, he goes around in the evenings with a bag., and collects it all!)

From: "John Hewitt" <JohnHewitt@btinternet.com>
To: "Liz O'Neill" <liz.o'neill@environment-agency.gov....>
Date: 16 July 2000 7:22pm
Subject: View Island

Liz. There have been lots of visitors enjoying View Island over the last week. It does seem to be working well. Unfortunately we are already being plagued by people fishing, both on the River bank and on the Mill Stream. I have spoken to two, who both stated that they had not seen the Board which says no fishing. It faces the "wrong" way!. The Map issued by the Council appears to allow fishing from the Island and needs to be corrected. Who will erect a more visible notice to deter Fishermen and Dog Owners? Are there funds available to do so?
Anything we can do to help?
Best regards. John Hewitt

John Hewitt
JohnHewitt@btinternet.com

(a local resident)

Appendix 4

Communication Plan

Public Relations Plan

Area Millennium Festival

This plan outlines the main communications issues that are likely to have an impact on this project and sets out the level of service provided by the Public Relations team. Recommendations are contained within the boxes.

Identifying and addressing risks, threats and opportunities

Perception risk 1 - ownership

It is common on projects that involve other organisations for there to be mixed messages and confusion on who has ownership of the project, who is controlling some aspects, who has the power of decision, where there should be shared decisions or activity.

This may lead to confused external communication, parties not feeling comfortable about who is taking the lead, when we should be sharing communication with others, who should be taking decisions on how and when we communicate.

Uncoordinated and unclear communication can lead to confusion about who we are, what we do and why. The result of this confusion can have long term effects on our relationships with customers - how they regard us and how they choose to interact with us.

- Clarify whether the Agency is the lead owner of the project or whether you are sharing the project with other organisations. Consider how much influence, control and activity you want that organisation to have as part of the project, for example Agency 75 per cent, English Nature 35 per cent. In our communication we can then decide how the other organisation is positioned.
- The Agency maintains a strong and clear corporate identity in all forms of communication. This includes the use of the Agency's logo, corporate colours and corporate fonts where appropriate, on materials such as events branding, adverts, posters, flyers, leaflets and letters.
- The relationship between the Agency and other organisations involved is clearly defined and distinctions made between duties and responsibilities.

Perception risk 2 - confused messages

We have a lot to say about what we are doing, and other organisations will have a lot to say about what they're doing. Combine this with Agency branding, Millennium logo branding and other parties branding there's quite a lot for our audiences to take in.

We could be in danger of turning off our audiences if we do not give them clear and concise communication.

- Focus on a few key messages
- Keep the messages clear and simple
- Keep visual design clear and consistent

The right to know and to be asked

It is impossible to know what impact we may have on everyone while carrying out our activities, but it's worth thinking through any potential impacts that could blow up in your face at a later stage.

The last thing anyone wants after working hard for months on these projects is for one person to complain to the local press or the Regional director saying they were sidelined by the Agency.

Feeling ignored and left out can evoke strong public reactions and it only takes one person to generate some negative press interest or set up a petition that collects hundreds of signatures that could jeopardise any project and our reputation.

- Identify any risks associated with your project, **particularly health and safety risks**
- Is your festival/activities going to adversely effect anyone? For example increased noise levels, increased traffic, a path being blocked, access being denied?
- Do you need to ask permission for anything? Set up a marquee, erect a banner or sign on a building or wall?

Choosing the right communication

It's important that when you choose the form of communication that it is done so with the audience in mind. It's no good printing off lots of A3 posters for Youth Group notice boards if they have a notice board size policy of no larger than A3 (it happens!) and the notice boards are in a part of the building nobody looks at.

1. Identify your audiences and their needs - to communicate with customers we need to be aware of their information needs and how they prefer to get information. Think about how you would like to receive that information yourself.
2. Provide information in a timely, clear and consistent way using plain language to enable everyone to make an informed decision about their level of involvement.
3. Choose communication methods that are easy, appropriate, convenient, and user friendly.

Communication opportunities

- Capitalise on other people's communication vehicles for example local authorities send newsletters to thousands of households in their area. An article in that newsletter promoting your festival could generate lots of interest.
- What communication vehicles do your partners have? Can you use them?

Benefits

- Stronger sign up and involvement from customers
- Potentially damaging Chinese whispers and confusion avoided

- Our reputation as an accessible, responsive and open organisation is enhanced, people see as credible, are willing to work with us, respect us, listen to us, act upon our advice - the environment benefits!
- Help us legitimise our decisions
- Identify all the issues as early as possible to avoid spanner in the works later, avoiding wasting time and effort

Date	Comms method	Purpose	PR action
31 March	PR Plan	To provide advice and guidance on the risks, threats and opportunities	To brief and write
March - July	Four Seasons Interpretation panels	Promote understanding of the environment to children using teacher panels	Brief designer, edit text, advise on layout and style, proofing and sign off.
tbc	Leaflet	Promote understanding of the local environment to be used as a teachers resource	Brief designer, edit text, advise on layout and style, proofing and sign off.
tbc	Passport	Events support resource for children	Brief designer, edit text, advise on layout and style, proofing and sign off.
tbc	Event resources (marquees, composter)	Festival Day	Confirm bookings of models and marquees with HO Liaise with HO on resource delivery and management
tbc	Fact sheets, flyers etc	Any general promotional materials	Quality check, proofing and corporate ID issues on all promotional literature

View Island Media Plan

Objective- to let people know that View Island is open. To portray the scheme as an example of good partnership working between the Environment Agency and Reading Borough Council.

How to get there

Launch event on Tuesday 23rd May- 10.30am.

Invites to- Cllrs Hartley and Wild, and the three ward councillors.

Helen Phillips (EA)

Interest groups such as –

English Nature

Wildlife Trust

RSPB

Local Natural History Society.

Reading Ornithologists club

Friends of The Earth local group

RUWG

Caversham GLOBE (?)

Caversham and Heron Island residents associations.

Programme for the day

10.30- photocall with cllrs and EA representative (binoculars and possibly nature book)

11.45 'VIP' tour begins – accompanied by media. Adrian Lawson and Liz O'Neil will give a whistlestop tour of the most interesting features.

'Locals' tour begins

end of tours

12.00 Picnic Lunch at View Island or lunch at Reading Bridge House depending on the weather.

13.00 End of event.

Media to invite

Evening Post and Reading Chronicle

BBC Berkshire and Radio 210FM

Meridian and BBC South

Specialist Press- Catherine Cook to provide details.

Potential controversy-

Resident houseboat owner who has a child in a wheelchair. Adrian to keep us updated

Actions:

AL and RB to compile list of 'local' invitees.

CC to compile list of specialist media to invite.

CC to supply EA invite list and arrange food and drink and book room.

RB to liaise with Caragh regarding the invitation. RB to produce and send out invitations.
Caragh Salisbury to get quote for information sheet- View Island map on front with a
potted history on the back.

RB to draft press release and liase with CC for quotes

Press pack to include copy of press release, information sheet and before and after
photographs.- RB to produce.

RB to speak with Joan (Caversham correspondent) from Reading Chronicle to arrange a
guided tour prior to the event.

The EA will take the lead on publicity for the millennium festival but will ensure that RB
sees any release etc.

W Area – Millennium Festival Education Guidance and Support Available.

1. Education – Background

West area festival is focused around View Island. This is a partnership with Reading Borough Council and the Agency. The project is divided into 2 areas of work:

- Physical improvements to the site
- Launch events

Both of these elements have education value

2. Educational physical improvements

Target Audience

Local primary schools
Children and families in local area

Aim

To raise awareness of the View Island site's biodiversity and environmental issues for local users. Provide an education facility which schools can use for pond dipping activities and local nature studies. Improving access to the environment by provision of a disabled path which will ensure all potential users have equal access to the site.

Topic (s)

Local wildlife and biodiversity, conservation
Wetland/pond issues and species
Seasons

Who's involved?

Reading borough council
3 local primary schools
Agency staff
Other user groups – canoeists, LA 21, etc.
Reading Art college

Format

Range of educational features are incorporated into the island including:

- Open air classroom
- Sundial
- Seasonal education boards with lifecycles etc.
- Wildlife sculptures
- Pond dipping platform and pond

Timescale

All to be completed by July 2000.

Funding

Jointly with Agency and Reading council.

Restrictions

Possible attendee numbers limited due to size of island and H&S issues.

Launch

Events on 7/8 July 2000.

Recommendations:

-Education instalments

Education advice has already been given to clarify features of island and content of education displays.

-National Curriculum

Links to curriculum have been identified and recommend.

-Potential leaflet

It is important that any promotional leaflet produced can encompass the educational aspects of the site and be used to promote the site to local schools as an education resource.

3. Launch events

-Schools day – 7th July

-Public open day – 8th July

Target Audience

-Schools day – 7th July – 3 local schools, (children of 7/8 yrs old) already identified, staff later in the day

-Public open day – 8th July – residents groups, local interest groups

Aim

-Schools day – 7th July. To raise awareness of environmental issues among local school children through completing a range of hands on activities on the island.

-Public day – Raise awareness of the site's rich environmental and the work of the council and agency in developing it.

Topics

-Schools day issues divided into 4 topics:

-Conservation

-Waste minimisation

-Water resources/conservation

-Navigation and recreation issues.

-Public day- site development issues

Who's involved?

Agency staff – to act as activity leaders on schools day

Local teachers

Interest grps, resident's etc on the public day.

Format

Schools day – development of practical activities lasting? Long for each of the 4 activity stations to be set up on the island. I have offered to provide advice and help to staff tasked with developing the activities. A passport will be produced which is stamped at each activity station. Marquees and displays will need to be set up themed around the 4 topics.

Format of open day TBC.

Timescale

Schools day on 7th March only, but set up required day before. Timing of schools day and public day TBC.

Funding

Jointly with Agency and Reading Council.

Restrictions

H&S issues to be tackled for activities offered and also the water safety issues associated with being on the island.

Launch**Recommendations:**

- Gaining help of Regional H and S advisor to look at the launch issues
- Risk assessments be carried out for education activities designed
- Education activities are linked to the curriculum to make the day educationally valuable
- Making use of existing educational equipment/activities developed in the region – I will make these available
- Meeting is held to develop education activities - I will attend to provide guidance.
- Schools to be clear that they are responsible for safety of their students on the day
- Hold briefing mtg before event for staff helping on the schools day
- Photographer for schools day to be considered to record event?
- Evaluation of day – will a mechanism be used?

An invitation...



to
The Environment Agency - Thames Region

**West Area
Millennium Festival Event**

"WILDLIFE ENCOUNTER 2000"

Friday 7th July 2000 from 4.00pm to 8.00pm
View Island, near Caversham Lock, Reading

(coach available from Wallingford at 3.30pm,
return coach leaving at 8.00pm)

Ticket only – first come first served....so hurry!

FREE giant 'hog roast'
(vegetarian option also available)

**Bring your own alcohol, take home your own empties,
soft drinks will be provided.**

- Live Jazz Band -

**To reserve your ticket and
coach place (if required)
Email Helen Warren by
19th June 2000**



**ENVIRONMENT
AGENCY**

Appendix 5

External Promotion Techniques

All action Hoppers Park
 3 Weekday chab entertainment
 indoor pools
 childrens club
 Open June 17th £195 + 24th
 £230 + other dates
 02920 492774

BOUT WEST
 BRIDGE Weekly bar/restaurant B&B
 Any 3 ngs from £24 B&B. Close
 sea, shops, coach, rail station.
 01202 553028, 12 Derby Road,
 BH1 3QA

1991
 £400.00

Reading Newspapers TRAVEL CLUB

- CHRISTMAS IN SPAIN**
 8 days from £199.00 (No. 68)
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 3 days from £69.99 (No. 24)
- FRENCH CHRISTMAS MARKET**
 2 days from £49.99 (No. 4)
- ROYAL YACHT BRITANNIA**
 3/4 days from £115.00 (No. 9)
- CHRISTMAS IN WALES**
 4 days from £199.00 (No. 1)
- EDINBURGH TATTOO**
 3/4 days from £109.00 (No. 100)
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 3 days from £139.00 (No. 6)
- PRIX DE L'ARC DE TRIOMPHE**
 3 days from £99.00 (No. 65)
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 3 days from £99.95 (No. 92)

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These trips are organised by Newmarket Promotions.

Departure Date: London Victoria - Darlington - Saturday 26th August 2001

Departing from London Victoria on the British Pullman for
 our way to Darlington. This is the Venice Orient Express
 British Pullman.
 Step inside and re-experience the golden age of insurance
 and travel. While onboard brunch and drinks will be
 served on your outward journey before we arrive at our
 destination, the Millennium Gateway of Steam,
 Darlington where we have a special one day
 and discover the work that inspired the transport
 revolution. For the very first time you will be able to see
 the stars of the steam age together, including the Mallard
 Rocket, Blue Peter, and the Flying Scotsman, as they steam
 along the 8 miles of track from Shildon to Darlington.
 Bryan Thomas the Tank Engine will be making an
 appearance. We depart Darlington for our return
 journey home on the British Pullman where we will be
 served a five course dinner with champagne and
 Bonaire. We arrive back at Victoria in the evening
 after a memorable day which you will treasure forever.

Name: _____
 Address: _____
 City: _____
 Postcode: _____
 Daytime Tel No: _____
 If you do not wish to receive further mailings on future occasions
 please tick box: _____
 Please tick Depart-Express Offer (EN), Excellence Travel Ltd, 25 St
 Mary's Street, Ely, Cambridgeshire, CB7 4HP. 01353 662160.
 This offer is operated by Excellence Travel Ltd
 25 St Mary's Street, Ely, Cambridgeshire, CB7 4HP
 or visit our web site at: www.excellence-travel.com

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Tel 950 3050 Fax 939 1619



ENVIRONMENT
AGENCY

Wildlife encounter 2000

The Environment Agency invites you to a free fun day on Saturday
8 July at View Island, Caversham (access from Hills Meadow car
park or if on foot from Caversham Lock)

The fun starts at 10am with:

- face painting
- bugs and grubs
- kite making
- open air theatre
- RSPB and local wildlife
trust displays
- canoe slalom
- demonstrations of willow spilling
- electric fishing



To find out more, call Nicki Atkins on 01491 828310

01491 828510 - Liz O'Neill



**ENVIRONMENT
AGENCY**

Wildlife encounter 2000

The Environment Agency invites you to a free fun day on Saturday 8 July at View Island, Caversham (access from Hills Meadow car park or in' on foot from Caversham Lock).

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- open air theatre
- RSPB and local wildlife trust displays
- canoe slalom
- demonstrations of willow spiling
- electric fishing



To find out more, call Nicki Atkins on 01491 828310

From: Catherine A I Cook
To: Wallingford1.ONEILLM, Wallingford1.HUGHEBD, Wallin...
Date: 5 July 2000 4:32pm
Subject: View Island news releases

Please find attached a release about the joint event with Reading BC to re-open View Island, Caversham. Sent out today:

Reading Evening Post
Reading Chronicle
Meridian TV
BBC South Today
2 Ten FM
BBC Berks
Thames Guardian

Fingers crossed for some sun!
Catherine Cook

CC: DARBYJW, LO.Hampton_House3.AMorris

EMBARGO: 2pm. 7 July 2000

Ref: 97/00

SCHOOLCHILDREN TO JOIN IN THE OFFICIAL OPENING OF VIEW ISLAND, CAVERSHAM

Schoolchildren will be among the first people allowed back onto View Island, Caversham, when it is officially re-opened to the public on Friday 7 July by Reading Borough Council and the Environment Agency.

Children from Oxford Road, Newtown and Thameside Primary Schools will spend the afternoon learning about the environment, making the most of the new open-air classroom and the pond dipping platform.

They will also join in the opening ceremony with Kathryn Peake, Reading Borough Council's deputy lead councillor for cultural services and Professor Jeremy Joseph, Chairman of the Area Environment Group of the Environment Agency. Along with other guests, they will be shown around the island, which has been transformed into a haven for wildlife.

Reading Borough Council has owned the freehold of View Island for many years, but it was leased to a Mr Lucas, who ran a successful boating business. After his death, the site fell into disrepair and became a junk yard. The council took legal action in 1998 to recover the island for a public open space. By this time, the island had a number of derelict buildings on it, old drums full of oil and debris and even a crane.

The council began work to clean up the site, removing all hazardous materials, rickety mooring platforms and the decaying boardwalk access to the island. Divers had to haul out tonnes of metal that had been thrown into the river over the years.

In 1999 a partnership was formed with the Environment Agency to enable a greater range of work to be carried out. The Agency has used a Heritage Lottery Fund to help fund the improvements, which include:

- a pond, to attract wildlife, with a dipping platform for educational purposes
- a path, to enable wheelchairs and pushchairs access around the island

Environment Agency
Thames Region, Kings Meadow House,
Kings Meadow Road, Reading RG1 8DQ
DX Address 121325 Tel 0118 953 5535
Fax 0118 959 2160 GTN 7-25- X 1000



Reading
BOROUGH COUNCIL

- a canoe platform, to enable canoeists to use the whitewater created by the nearby weir
- 77 bird boxes, to encourage a greater number of birds to breed on the island
- willows were pollarded, or cut back, to help preserve the trees
- vegetation was cut back, to encourage meadow plants and butterflies to thrive
- signs and information boards, to explain what you can see
- an outdoor classroom, with a mural done by Reading College and School of Art and Design students

The island will be open day and night and is accessible from Hills Meadow car park or if on foot from Caversham Lock. Schools interested in using the island can contact Adrian Lawson at the council for advice on 0118 939 0376.

Cllr Kathryn Peake said: "The work by councillors and council officers over several years, and the strong partnership between Reading Borough Council and the Environment Agency has helped to return this derelict boatyard to a haven for wildlife and a valuable educational resource. I am very pleased to welcome the island back to public use."

Environment Agency Area Manager Dr Helen Phillips said: "The Agency was pleased to join with Reading Borough Council to help transform the island, increasing wildlife and amenity value for local people. This is just one example of a successful partnership between the Agency and a local authority and we look forward to more collaborative work."

ENDS

Notes to editors

Reporters and photographers are invited to cover the event. A ribbon on the pond dipping platform will be cut by Cllr Kathryn Peake and Professor Jeremy Joseph, with the help of schoolchildren at 2pm.

The Environment Agency is also holding a family fun day on Saturday 8 July at the island, from 10am.

Media Enquiries: 0118 953 5535

Outside office hours 0118 953 5581 (please ask for the duty press officer).

All of the Environment Agency's news releases, both national and regional, can now be found on its web site: www.environment-agency.gov.uk.

Environment Agency
 Thames Region, Kings Meadow House,
 Kings Meadow Road, Reading RG1 8DQ
 DX Address 121325 Tel 0118 953 5535
 Fax 0118 959 2160 GTN 7-25- X 1000

View Island free family fun day and competition

Everyone is invited to the fun day at View Island, Caversham, on Saturday 8 July to celebrate the re-opening of the island to the public and its transformation to a wildlife haven and place to learn about the environment. Two £100 bike vouchers are the prizes for a picture competition to be judged on the day.

The Environment Agency's fun day starts at 10am. Among the things to do and see are willow spiling, a traditional method of river bank protection and an electric fishing demonstration, performed by the Agency to help it learn more about the fish population of the Thames. Visitors will be able to see a display of grubs and bugs which are found in the river, as well as exhibitions from the local wildlife trust and RSPB. There's also kite making, open-air theatre (at 4.30), a canoe slalom event and face painting.

At 4pm the Agency's Education Team will judge the picture competition, open to children under eight years and from eight to age 14. The winning entries will be those that most creatively show their favourite wildlife creature. Pictures should be A4 or A3 in size, in pencil, crayon or paint. To take part just bring your picture along on the day and you may win a bike!

You can get to View Island on foot via Caversham Lock, off Kings Meadow Road, or from Hills Meadow car park.

Funded by a Heritage Lottery Fund grant, the fun day is being held by the Environment Agency as part of its millennium celebrations. The grant has also been used to provide educational and recreational facilities on the island, which is owned by Reading Borough Council.

Agency Area Manager Helen Phillips says: "This event is a great chance for people to have fun and discover a new wildlife haven on their doorstep. Working with Reading Borough Council we have made a lot of improvements to the island including creating a pond to be used as an educational resource for local schools. We hope the local community will enjoy coming along on 8th July but will make good use of what we have provided for years to come".

To find out more about the fun day contact Nicki Atkins on 01491 828310.

Environment Agency
Thames Region, Kings Meadow House,
Kings Meadow Road, Reading RG1 8DQ
DX Address 121325 Tel 0118 953 5535
Fax 0118 959 2160 GTN 7-25- X 1000

ENDS

Media enquiries: 0118 953 5535 or out of hours 01118 953 5581

Environment Agency
Thames Region, Kings Meadow House,
Kings Meadow Road, Reading RG1 8DQ
DX Address 121325 Tel 0118 953 5535
Fax 0118 959 2160 GTN 7-25- X 1000

From: "Beckingham, Rachel" <Rachel.Beckingham@reading.gov.uk>
To: "Peake, Kathryn" <Kathryn.Peake@reading.gov.uk>, "...
Date: 26 June 2000 2:05pm
Subject: sneak preview

I am hoping to organise a walk around View island with Post and Chron reporters (and BBC berks if they want) on Monday 3rd July. If you would like to accompany them, please can you let me know your availability so that I can confirm with the journalists.

Thanks,

Rachel Beckingham
Media Affairs Officer
0118-939 0301 (x 2301)

CC: "Lawson, Adrian" <Adrian.Lawson@reading.gov.uk>, "...

Appendix 6

Leaflet and Flyers



FACE PAINTING



CANOEING COMPETITION



OPEN-AIR THEATRE 4.30PM



KITE MAKING



RSPB DISPLAY



FREE

GREEN FAMILY FUN DAY



WILDLIFE ENCOUNTER 2000

SATURDAY 8TH JULY

VIEW ISLAND, CAVERSHAM

ACTIVITIES THROUGHOUT THE DAY

ACCESS FROM HILLS MEADOW CAR PARK



ENVIRONMENT
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WILDLIFE TRUST DISPLAY



ELECTRIC-FISHING DEMONSTRATION





An invitation...

**Environment Agency
Thames Region - West Area**

invites you
to our
Millennium Festival Event

WILDLIFE ENCOUNTER 2000

at
View Island, near Caversham Lock, Reading
on
Saturday 8th July 2000

- Canoeing Competition - Electric-fishing Demonstration - Face Painting - Kite Making -
- Open-air Theatre (4.30 pm) - RSPB Display - Wildlife Trust Display



**ENVIRONMENT
AGENCY**

Wildlife and conservation

The wildlife pond has been specially designed to provide a mix of different habitats. It has a blend of shallow margins and deeper areas to encourage a variety of wetland plants, amphibians and invertebrates.

The island is covered in a wide variety of native plants including Buttercups, Field Violets, Fescues (long grasses), Greater Knapweed and Cow Parsley. Some grassy areas will be left to grow as meadows for wildlife. By leaving them uncut through the summer wildflowers will be able to set seed, encouraging butterflies. Long grass also benefits frogs and toads that use it to hunt for slugs and snails. The new pond and the slow creek around the back of the island provide ideal spawning grounds for them.

You may be lucky enough to catch a glimpse of a Kingfisher - a blur of bright blue as they fly from perch to perch. The trees around the island make ideal vantage points for them to spot fish from.

The Willow trees on the island have been pollarded. This is a traditional method of tree management that helps extend the life of the tree. Older pollarded Willows eventually become hollow and make perfect nesting and roosting sites for birds and bats. The woodland area on the island has been cut back to give different tree species, such as Ash, a chance to establish.

Recreation

As the Thames flows across Caversham Weir it creates an ideal situation for white water canoeing. This fast flowing stretch of river alongside the island has been cleared of underwater obstructions and a 'portage' is being built to allow canoeists to get their boats out of the water easily. It will also provide a safe place for canoeists to rest.

Access to the island

As our map shows View Island is just a couple of minutes from Reading town centre. The original bridge from Hills Meadow has been adapted to make the island easily accessible for wheelchair users and people with different levels of mobility. A boardwalk has been built creating an impressive entrance as you cross the small stream onto the island. From here there is a specially constructed path so that people with different levels of mobility can explore the island and its main features.



Footpath to View Island *

5 mins walk from Reading Station
10 mins walk from the town centre
15 mins walk from Tesco



Reading Borough Council
Civic Offices, Civic Centre
Reading, RG1 7TD
0118 939 0900
www.reading.gov.uk



ENVIRONMENT
AGENCY
Isis House, Howbery Park,
Crowmarsh Gifford, Wallingford
Oxfordshire, OX10 8BD
0845 933 3111
www.environment-agency.gov.uk



ENVIRONMENT
AGENCY

Discover View Island WILDLIFE HAVEN



What is View Island?

View Island is a special wildlife haven which is managed carefully to provide natural homes for lots of different wildlife. It is open to the public - take a walk around and discover the amazing range of animals and plants that can thrive, even in the heart of our busy urban environment. It is just a couple of minutes walk from Reading town centre.

The island was once the site of a commercial boatyard and became littered with old machinery and junk. It has now been cleaned up and is open for everyone in the community to enjoy. It is hoped that threatened species such as bats, water voles and maybe even otters will find new homes here too.

New features have been added to the environment on the island to improve the habitats available for different species: a new pond has been created, bird and bat boxes introduced and a wildflower meadow is being encouraged.

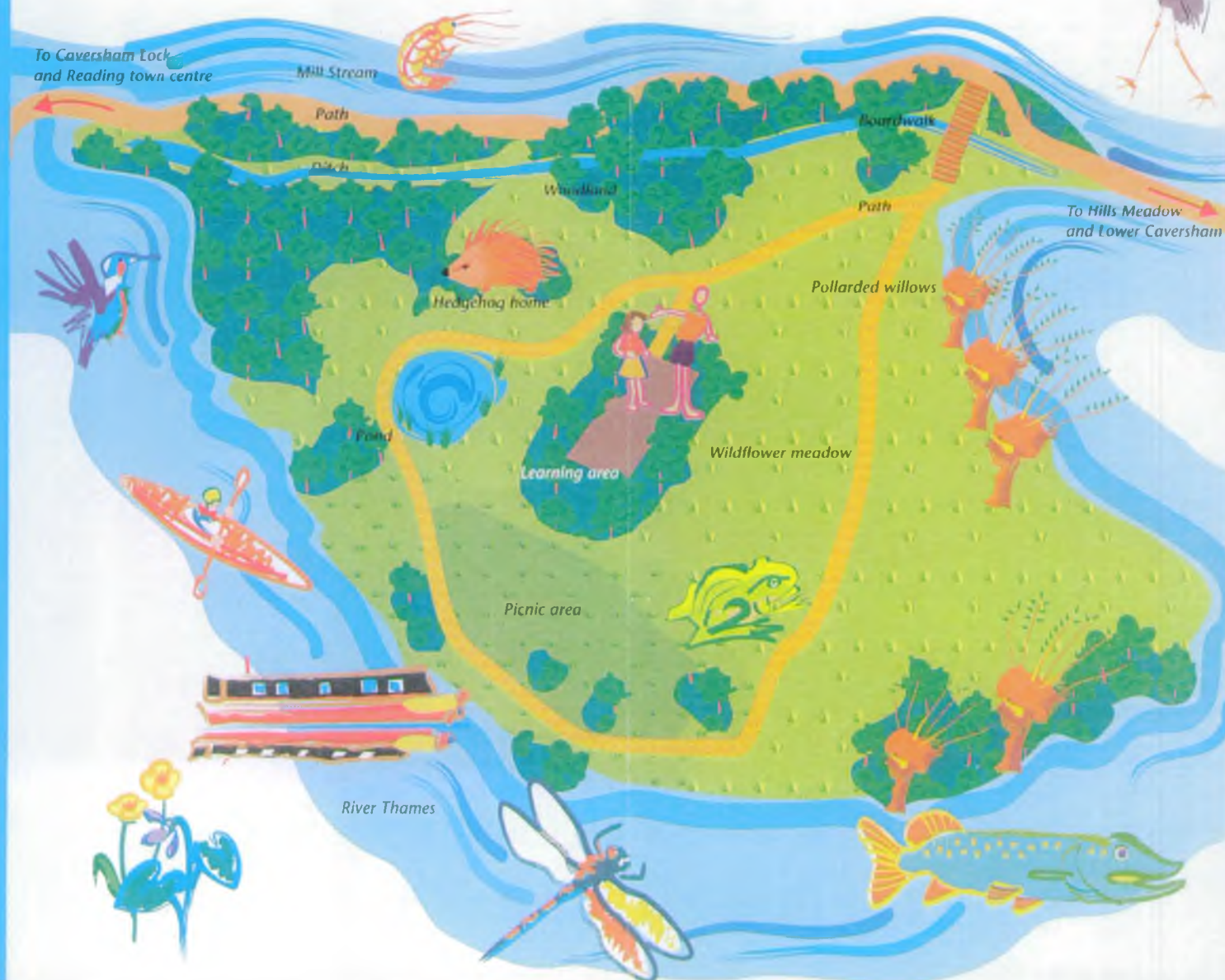
The project to improve the island, which aims to balance the needs of recreation with conservation, was achieved by a partnership between Reading Borough Council and the Environment Agency.

Education

View Island can provide an ideal learning area for anyone interested in their local environment and wildlife.

A wildlife pond has been created which has a mix of shallow margins and deep areas to encourage a wide variety of plants and invertebrates. This is the perfect place for local school children to come face to face with their local wildlife.

In the centre of the island is a small clearing surrounded by trees that has been turned into an open air classroom. There are interpretation boards which explain how the island changes during spring, summer, autumn and winter. You can find out about the wildlife you are likely to encounter at the time you are visiting.



For your safety, and to conserve the island, please observe the following:

Keep a close eye on children, there are steep banks and dangerous river currents

Please avoid dense woodland areas

No fishing

No dogs (except guide dogs) - this is Reading's first dog-free park

Please keep the island clean and put your litter in a bin

Never go canoeing on your own. You are advised to get British Canoe Union or equivalent training before you attempt canoeing. (Contact Reading Canoe Club for information)

A path has been provided to allow easier access to the island to people with different levels of mobility

Appendix 7

Project Brief



Wildlife Encounter 2000

With the full backing of Reading Borough Council, the Environment Agency plans to use money received from the Heritage Lottery Fund to enhance work already carried out at View Island, which is situated near Caversham Lock in Reading. The Partnership plans to:

- Build a wetland/pond for local schools to use for pond dipping.
- Lay a path to enable access for wheelchair users and prams.
- Paint a mural in the open-air classroom of the wetland, where teachers can discuss various issues before taking the children over to the actual wetland/pond.
- Provide display boards depicting the different seasons on the island, which will be placed in the open-air classroom.
- Supply wooden sculptures of different wildlife to be found on the island
- Put up bird and bat boxes

The Environment Agency plans to hold a two-day event as part of its Millennium Festival to celebrate the opening of View Island to the general public and the completion of the pond and open-air classroom as an educational resource for local schools.

The Festival will take place on the 7th and 8th July and will involve three local schools, the general public and staff from both the Environment Agency and Reading Borough Council.

On Friday 7th classes from three local schools will be invited to visit the island at different slots throughout the day. On arrival each child will be issued with a passport, which they have to get stamped at four different activity stations manned by Environment Agency staff. The activity stations will be themed and will address various environmental issues. The chosen themes are; recreation and navigation, conservation, waste minimisation and water conservation.

At each station the children will have to complete an Activity Sheet in order to gain a stamp in their passport. On gaining all four stamps the children will receive a commemorative T-shirt.

Light refreshments will be provided for the children, a carton of drink and fruit. Also Portaloos will be available on Hills Meadow.

Later in the afternoon when all of the children have departed (approximately 3pm), Environment Agency staff and several invited guests from Reading Borough Council will arrive at the island for a barbecue. It will give them an opportunity to participate in the Millennium Festival celebration and see what has taken place on the island. It will also encourage staff local to the area to use this wildlife heaven in the future.

On Saturday 8th we are hoping a local radio station will be present and broadcast from the island to encourage local people to visit the island. The themed activity areas will still be in place so that the general public can appreciate the work that has taken place to transform the island into this diverse wildlife retreat. Environment Agency staff will be present between 9am and 5pm to man the displays, answer any questions on the work of the Agency and to demonstrate the educational use of the open air classroom and wetland area.

It is intended for the event to be a family day and there will be a number of other activities taking place such as willow spiling, kite making, mask colouring and face painting. Environment Agency staff will also carry out demonstrations of electric fishing and pollution incidents. The local Wildlife Trust for Berkshire Buckinghamshire and Oxfordshire, RSPB and the British Canoeing Union will be present on the day. The British Canoeing Union will run a canoeing competition using the new canoe platform and cleared weir pool. A local celebrity will present a trophy at the end of the event.



Appendix 8

Media Coverage



Can you believe it? Rosie, Leah and Sam Serruya, and Meg and Jack Jones

Island with a View

TAKING a step into the future, these five youngsters were among the first Reading people to visit View Island when it reopened after a 30-year closure.

Reading Borough Council has worked with the Environment Agency to bring the island on the Thames back to life, creating a haven for wildlife and a quiet spot for people to visit and relax.

The site, which is about the size of three football pitches, features a pond to attract amphibians and other water creatures. A circular path, bat and bird boxes, a canoe platform

and information boards are also planned. Up to one third of the island, which is opposite Kings Meadow, is being left as dense undergrowth to provide a sanctuary for wildlife.

In July, the island will play host to a millennium festival to introduce local schoolchildren to the wildlife habitat. Funding for the project has come from the council, the Environment Agency, which put in £20,000, and the Heritage Lottery board which awarded £30,000 as part of its Leave a Legacy for the Millennium scheme.

Reading Mayor and Caversham Councillor Steve Waite, who was 16 when the island was closed to the public, said: "This is a brilliant and exciting project and it is great that we've managed to get it re-opened during this special first year of the millennium."

"It seems extraordinary that in 1969, when man took his first steps on the moon, the right to walk on View Island was taken away."

"Now it's been returned to the community and I'm sure many people will want to visit the island and enjoy its calm and tranquil setting."

The Environment Agency and Reading council have been working to reopen the



Thames wildlife haven View Island to the public. **Joan Beamish** reports on day one of a new era for the former boatyard.



Natural ones: Youngsters get closer to wildlife at View Island. Samantha Bateman (left), comes face to face with a pike, and Lee Todd, aged 4 (right) joins Toad and Ratty on the dipping platform.

Island life goes under the microscope

CHILDREN enjoyed the adventure of View Island for the first time in 30 years after it reopened to the public on Friday as a wildlife haven.

Cllr Kathryn Peak and Professor Jeremy Joseph of the Environment Agency cut the ribbon and welcomed youngsters from

Reading's Thameside, Newtown and Oxford Road primary schools to Wildlife Encounter 2000.

The scheme gave the children a chance to join Ratty and Toad on the pond-dipping platform and learn about the bugs and grubs in ponds and rivers.

There were games and activi-

ties to teach children about issues including water conservation, cutting down on waste and playing safely by rivers.

On Saturday a steady stream of visitors arrived to find out about the island's wildlife.

Environment Agency project manager Liz O'Neill said: "The

island looked great and we had a lot of positive feedback from the public who we hope will continue to enjoy the island for years to come."

Environment Agency staff demonstrated how they used 'electric fishing' to stun and identify different species including

eel, pike, and perch which they brought ashore to show the youngsters.

Water bugs were closely examined and there were displays about existing pond and river life as well as otters and water voles which may eventually be encouraged onto the island.

Information was available about the Environment Agency's work to preserve and improve river habitats with practical demonstrations of how to contain an oil spill, and the use of willow spiling to protect river banks.

Youngsters also enjoyed open air theatre and music, as well as

kite making, face painting and colouring in animal masks, while some people got closer to the water when they took part in a canoe slalom race.

Work to reclaim the island was carried out by the agency with the Reading Borough Council, which owns the island.

'We want to help the people of Reading get close to their wildlife'

Island is worth a View



► REFLECTING - Councillors Kate Peake, Sue Stainthorpe and Steve Waite by the pond at View Island; right, the sculpture of a head at the entrance to the island



View Island has been closed to the public for 30 years but careful work has turned it into a wildlife haven, teeming with animals. Environment reporter Tris Reid-Smith got a sneak preview before it reopens. Pictures by JAMES ASHFORD

AN island wildlife haven in the centre of Reading will re-open this weekend - 30 years after it was last a public park.

View Island was closed in 1969 and lapsed out as a private boat yard. Since regaining control of it in 1998, Reading Borough Council has carried out a massive clean-up operation - removing buildings, boatyard rubbish and chemical drums. It will re-open to the public on Saturday.

Restoring View Island to make it a beautiful haven of tranquillity has not been easy. Former Reading mayor Steve Waite remembers the beginning of the story. He says: "I used to play on the island as a boy."

"I remember in 1969 when I was 16 I saw the signs had gone up saying the island was closed."

"My friend and I considered trying to pull the signs down but they were too well stuck up."

"I was very angry that a piece of prime park land was given up and it has taken an awfully long time to retrieve it."

Now Cllr Waite is looking

forward to taking his children there. They will have plenty to see and do.

Reading Borough Council has worked with the Environment Agency on the park backed by a £30,000 Heritage Lottery Fund grant.

The wildlife pond has been specially dug and over time its banks will sprout a range of meadow grasses.

Nearby, the Learning Area has a picture of the pond painted on the ground where teachers can explain about the wildlife before taking them pond dipping.

Some of the benches in this area have boxes underneath where hedgehogs can hibernate.

There are also 70 bat and bird boxes for a variety of species.

Traditional meadow management techniques will keep the grass long to provide cover for small animals - maybe, even shy foxes, otters and water voles.

But by mowing it twice a year the conservationists will help the seeds to spread.

Display boards will explain about the wildlife.

The island is accessible for everyone. A hard path will help wheelchair users.

All around are individually carved timber benches

using local wood.

The boardwalk bridge leading to the island also has a wooden sculpture of a troll next to it to guard it.

The island will even provide a resting place for canoeists paddling in the whirlpool beneath the weir at next-door Caversham Lock.

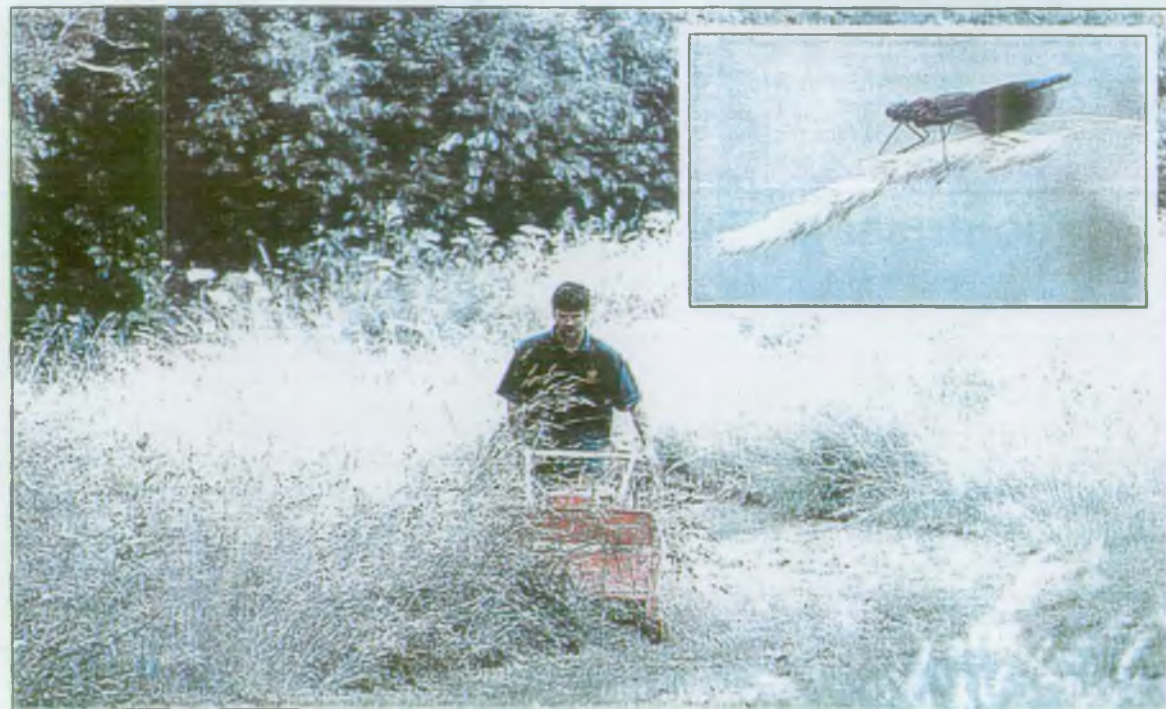
An area has been set aside for them with a landing platform and Saturday's celebrations will boast a canoeing competition.

Environment Agency officer Geoff Carill describes the new-look View Island as "unique". He says: "We want to help the people of Reading understand and get close to their wildlife."

A council spokeswoman says the park will be an "invaluable educational resource" as well as a tranquil haven.

■ The opening fun day on Saturday starts at 10am - there will be wildlife experts on hand, kite making, and open air theatre at 4.30pm.

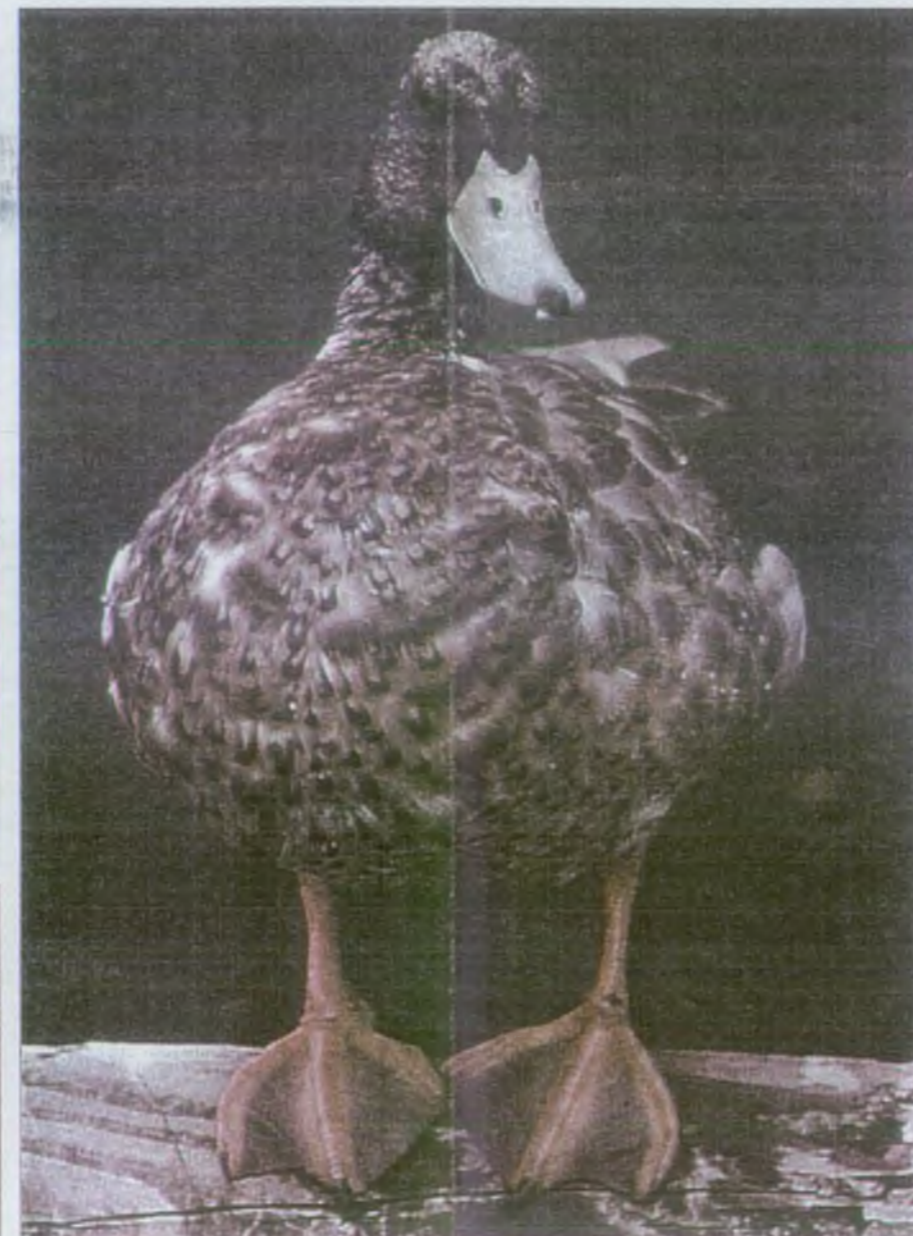
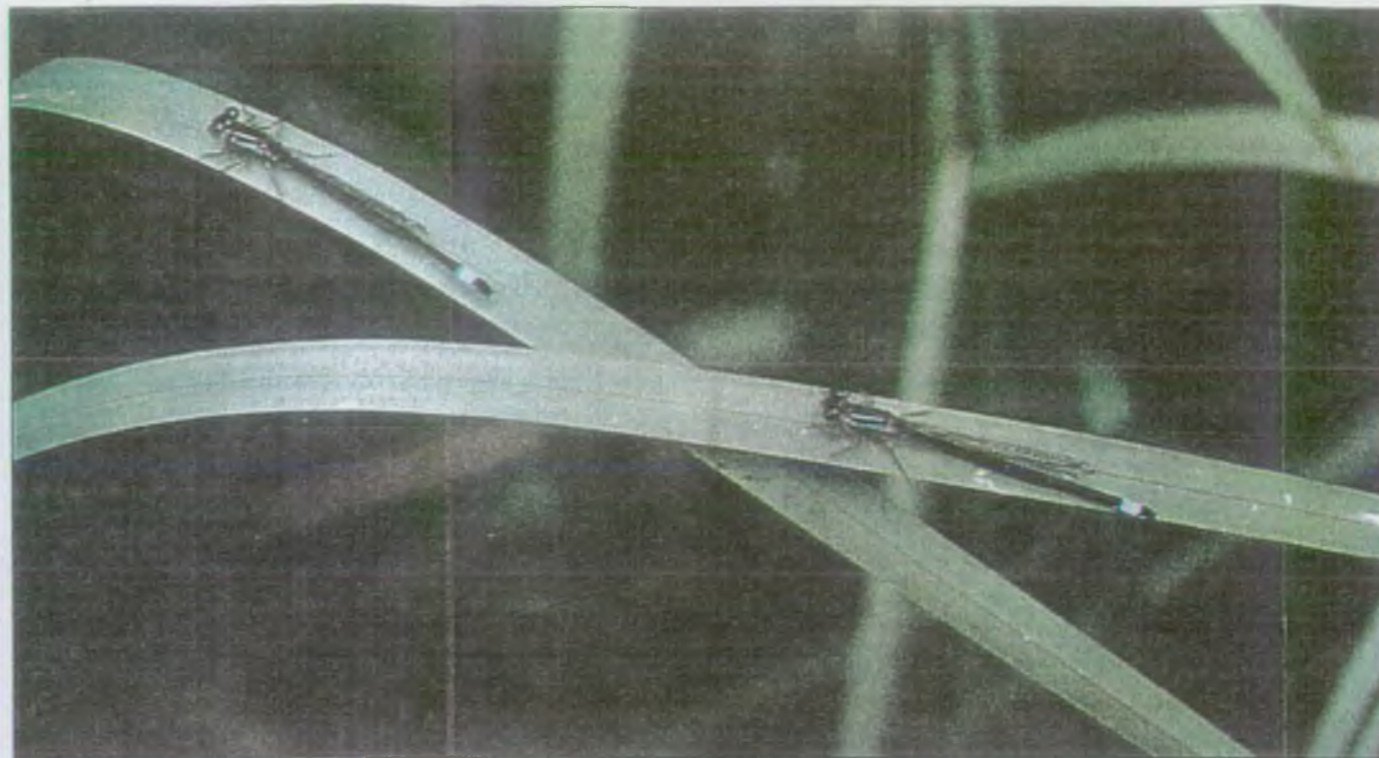
Children aged eight to 14 can win one of two £100 bikes by making an A4 or A3 picture of their favourite creature and bringing it along. For details call (01491) 828310.



► TOP CLASS - The outdoor classroom; left, mowing a path in the meadow area



Nature takes over as Reading's river heritage turns wild



IT WAS once a commercial boatyard, littered with machinery and junk. Now, it has become a haven for wildlife and a place to learn more about the environment.

Reading Borough Council and the Environment Agency have cleared View Island of derelict buildings, oil drums and machinery.

What is left is open meadow to encourage growth of wild flowers, a new pond to attract wildlife, a hedgehog home, and bird and bat boxes in many trees.

The island is open to the public and is there to provide a place to enjoy wildlife as diverse as butterflies, snails, swans, ducks, grebes, frogs, toads, dragonflies and many types of birds including kingfishers.

Other wildlife, such as otters and water voles may find new homes on and around the island. School children will enjoy the learning benefits of the island, such as the open-air classroom and information boards and water enthusiasts can take advantage of canoeing from View Island.

■ Pictures by Amber Nickerson

■ View Island opening - story and pictures - page 21

Extract from:
HENLEY STANDARD
Oxfordshire
(circ: 13, 456)

14 JUL 2000

AN ISLAND PARADISE FOR NATURE LOVERS

Steve Sheridan
of the Environ-
ment Agency
with a young
pike caught in
the electric
fishing
demonstration.
R:00.0679



Below: Toad and
ratty get some
help from some
young fishermen
at the View
Island wildlife
pond. R:00.0682.9



A UNIQUE haven for wildlife and environmental studies by the Thames in Caversham but within a short walk of Reading's urban centre has been opened to the public.

View Island, a former boatyard, has been cleaned up to provide both natural habitat for birds and mammals like foxes and water voles and a natural outdoor classroom for local children to study nature.

There is also a platform for white-water canoeists to use to gain access to fast currents below Caversham Weir.

At the official opening this week children were among the first to be allowed on to the island which is owned by Reading Borough Council but had been leased to a boat business.

After the owner's death it became derelict and the council took legal action to recover the island in 1998.

A partnership was formed with the Environment Agency to clean up the site, removing junk and hazardous materials and replace the boardwalk linking the island to the mainland. A Heritage

Lottery grant was used to help fund renovations.

A pond has been created in the centre and 77 nest boxes provided to encourage birds to breed on the island.

Willows have been pollarded, and vegetation cut back to make way for meadow plants and others that will encourage butterflies and other wildlife.

On Saturday events included an open air theatre presentation, kite making lessons, a display of pond and river life, and a demonstration by the Environment Agency of how fish are caught electronically to check their health.

Geoffrey Carlill, a member of the Environment Agency project team, said more than 50 varieties of wild water and meadow plants had been put in and would be managed in the traditional way.

This would provide good habitat for frogs, toads, hedgehogs, bats and a large variety of birds including spotted flycatchers and owls.

He said: "The idea is to make it an oasis for wildlife which is also easily accessible from Reading town centre".

Extract from
Reading Evening Post
(Circ: 23,802)

14 JUL 2000

Wildlife goes on View



CHILDREN learned more about the environment when a new Reading park opened its gates to the public for the first time. Hundreds of visitors flocked to View Island near Caversham Lock on Saturday. Reading Borough Council and the Environment Agency have worked together to turn the land into a wildlife haven. Environment Agency spokeswoman Sarah Wallace said: "One highlight was an educational play with lots of animal characters. "It taught children about the wildlife on the Thames and how to protect it. "We also had pond dipping and fisheries officers there showing children the different species." Other events included a canoe slalom competition, kite making and face painting. Ms Wallace said: "It was



► **REALLY WILD** - top, youngsters get close to fish; Charlotte Waite checks out some of the snails that live in the river Pictures: PAUL STEWART REED (Ref 1977/00)

nice to see so many people in Reading showing an interest in environmental issues and this wildlife haven." A Reading Borough Council spokeswoman added: "This festival was an excellent way to celebrate the opening of the island."

Extract from:
READING CHRONICLE
Berkshire
(circ:30, 061)

-6 JUL 2000

Family fun day marks launch of wildlife haven

CAVERSHAM'S View Island re-opens to the public this weekend with a two-day festival to celebrate its status as a wildlife haven.

Reading Borough Council has worked with the Environment Agency to clear up the former boatyard to attract wildlife and make the island more accessible to the public.

The scheme creating a new outdoor classroom and pond as well as a bridge and path, suitable for disabled users.

The View Island Wildlife Encounter 2000 gets under way tomorrow (Friday) when the island is officially opened and pupils from Thameside, Newtown and Oxford Road primary schools will learn about environmental issues and the island's wildlife.

Activities include pond-dipping to identifying bugs and

By Joan Beamish

grubs as well as learning about riverside safety, water conservation, and waste disposal.

On Saturday the island is open to the public with attractions including a canoe slalom race, outdoor theatre, kite-making and face-painting as well as talks and displays by wildlife organisations.

Staff from the Environment Agency will demonstrate how they use 'electric fishing' to identify different species as well as techniques to contain oil spills using an inflatable barrier.

Organiser Liz Neill from the Environment Agency said: "It's meant to be a family day that's both fun and educational and everyone is welcome to come along."

Newsbites

DUTY CALL: A RESERVE soldier took part in one of the UK's biggest military manoeuvres for decades.

Sgt Robert Dunwell, from central Reading, was among 2,500 members of the Royal Logistic Corps Territorial Army who took part in the two-week exercise, which began with beach landings near Southampton.

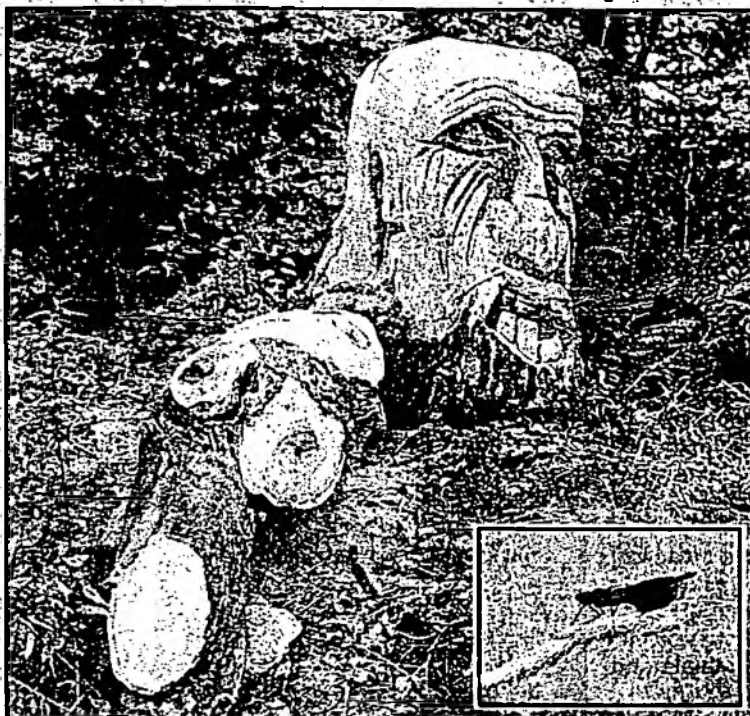
Nine regiments helped transport thousands of people and more than 20,000 tonnes of equipment. Part of the cargo included tonnes of live explosives.

THAT'S GRAND: CUSTOMERS and staff staged a special supermarket sweep to raise more than £1,255 for the Berkshire Multiple Sclerosis Therapy Centre.

Last month, shoppers and staff at Safeway in Reading's Basingstoke Road supported the charity collection.

Pippa Vincent-Cooke, from the Brock Gardens centre, thanked volunteers and members for giving up their time to rattle collection boxes and raise funds.

Island with a view opens



● This sculpture heralds the entrance to view island, and inset one of the many forms of wildlife in the haven

AN ISLAND wildlife haven in the centre of Reading re-opened to the public last weekend - 30 years after it was last a public park. View Island was closed in 1969 and leased out as a private boat yard. Since regaining control of it in 1998, Reading Borough Council has carried out a massive clean-up operation - removing buildings, boatyard

rubbish and chemical drums. It was re-opened last Saturday.

Environment Agency officer Geoff Carlill describes the new-look View Island as "unique". He says: "We want to help the people of Reading understand and get close to their wildlife."

Former Reading mayor Steve Waite said: "I used to play on the island as a boy."

Appendix 9

Budget

HERITAGE LOTTERY FUND (HLF)

Budget Proposal

(amended HLF form PS22 -part 2)

Project Ref No: RF-98-01079

Project Title: Celebrate Your Environment

The Regional Project Manager should submit this document with the proposal form to Fiona Hoggard by 15th Nov 1999.

ENVIRONMENT AGENCY CONTACT DETAILS:

Region: Thames
 Area: West
 Regional Project Manager: Lou Kizwini
 Telephone No.: 01707 632300
 Fax No.: 01707 632500

Please complete the following budget form in as much detail as possible;

Key items of Cost	Estimated Cost £
Pond and Planting – design of pond, construction of pond and dipping platform, removal of spoil and planting.	12,700.00
Disabled Path – design, construction and materials	6,800.00
Artwork for Classroom, materials – work being done by Art College so no charge for labour, including tarpaulin sheets for students to work under (4 x £30 each)	2,230.00
Seating - wooden seating made from fallen trees 6 @ £110 each	660.00
Bird Boxes 6 nest boxes and 2 owl boxes	179.56
total	22,569.56
Festival Day	
Set up costs	500.00
Leaflet (design and print) 2500 copies (£840 design + £1005.00 printing)	1845.00
Marquee (2 x £300) and Compost Bin (£250)	850.00
Banner (18ft x 3.5ft) and delivery	448.00
Graphic Pannels and display material	2000.00
T-Shirts (135 childrens T-shirts @ £2.45 each + 30 adult T-shirts at £3.47 each + £85 set up costs)	538.95
Portaloos (Hire for 8 @£50 each + fencing £40)	440.00
Coach Hire	410.00
Canoe Trophy	95.00
Total	7126.95
Contingencies	300.00
TOTAL	29,996.51

Enter the expected timing of expenditure of the total Balance calculated above

1999/2000:

Expenditure Report**PSS4**

Project Ref No: RF-98-01079

Project Title: Celebrate Your Environment

This form should be completed at the end of each festival, detailing all expenditure as approved in the original budget. The Regional Project Manager should submit this form to Fiona Hoggard to authorise the transfer of outstanding funds to your budget.

ENVIRONMENT AGENCY CONTACT DETAILS:

Region: Thames

Area: West

Area Project Manager: Liz O'Neill

Regional Project Manager: Lou Kizwini

Report No:

Report Date: 17/9/00

Project title:

Celebrate Your Environment

Project number:

RF-98-01079

Agency Order No.	Date of Order	Firm	Description	Amount
Retained Contract	22/3/00	Blakedown South East Ltd	Planting of Pond and seeding of Areas around pond	1155.32
Regional Works Contractor	5/5/00	Regional Contractor Contact Roger Hawkins	RWC Work, construction of path and pond and archway (Total cost of this work is £35,511. This will be split between two budgets)	21,220.00
Barclaycard	30/5/00	Alan Hadley	Transport of gravel	480.00
Barclaycard	31/5/00	Grundons	Gravel for path	310.56
Barclaycard	24/6/00	Smiths of Bletchington	Gravel for pond	116.28
			Sub total	(23,282.16)
			Materials for open-air classroom	
0067855	26/4/00	Osney Yard Stores	Tarpaulins	89.06
Barclaycard	28/4/00	Homebase	Paint	33.35
Barclaycard	2/5/00	Wicks	Paint	34.95
Barclaycard	15/5/00	Homebase	Paint	136.80
			Sub total	(294.16)
0058785	31/3/00	Jacobi Jayne	Bird Boxes	152.82

Agency Order No.	Date of Order	Firm	Description	Amount
			Set up Costs	
Cheque	22/6/00	Red Cross	Red Cross Attendance	150.00
Cheque	21/6/00	Debbie Roberts	Face Painter	100.00
Cheque	29/6/00	The Very Moving Festival	Open-air Theatre	300.00
Barclaycard	10/7/00	HSS Hire Shop	Generator	73.70
			Sub total	(623.70)
0058800	11/5/00	Black Pearl Consultancy	Leaflet re View Island	1005.00
0067360	23/6/00	Black Pearl Consultancy	Leaflet re View Island	689.25
Cheque/Recharge	25.5.00	Majestic Marquees	Marquees	350.00
0067356	20/6/00	Whitaker Signs	Banner	222.00
			Sub total	(2266.25)
			Panels and Display Material	
0058799	11/5/00	Active Designs	Water Cycle Pack	36.50
Barclaycard	9/6/00	Office World	Printer Ink Cartridge	22.37
0067361	29/6/00	Purco Print	Colour Photocopying	219.21
Barclaycard	18/4/00	Tempo	Printer Ink Cartridge	24.99
0067357	21/6/00	GSBA	Advert	546.00
			Sub total	(849.07)
Barclaycard	22/6/00	Shirt Works	T-shirts	420.50
	19/5/00			420.50
Barclaycard	7/7/00	Brandon Hire	Portaloos	475.50
Barclaycard	29/6/00	Horseman Coaches	Coach Hire	172.00
Personal Cheque	5/7/00	All Sports Trophies	Canoe Trophy and Medals	193.40
			Sub total	(1681.90)
		ADDITIONAL	EXPENDITURE	
0067351	19/5/00	Rainham Steel Tubes Ltd	Steel pipes for canoe portage	180.00
0067358	13/7/00	Dave Portus	Photographer	402.00
Recharge	8/7/00	EA - Navigation	Canoe licensing	52.00
Barclaycard	8/7/00	Homebase	Rope and Twine	59.99
Cheque	29/6/00	Orinoco	Scrap materials and glue for kite making	23.00
Cheque	23/6/00	G.Mayo	Celebration Cake	120.00
Barclaycard	5/7/00	KP Stationers	Stamps	11.00
Cash	5/7/00	Jewson Ltd	Sand	1.88
			Sub total	(849.87)

Carry total forward to forms PSS2 or PSS3

Total

29,999.93

Please photocopy this form if further copies are needed

Appendix 10

Risk Assessments

RISK ASSESSMENT – MILLENNIUM FESTIVAL 7/8 JULY

Hazard	Who's at Risk	Control Measures Precautions To reduce risk	Risk Level
Close proximity to deep flowing water	Agency staff School children VIP's Teachers General Public	<ul style="list-style-type: none"> • Educate children before event with visit to school • Appoint safety monitors at event who will patrol edges of island • Have equipment on site: throw lines, boat • Have appropriate ratio of staff to number of children • In letter to school set out safety criteria 	M M M M
Welfare			
Hygiene infection (including Leptospirosis)	Children Agency staff VIP's General Public	<ul style="list-style-type: none"> • use antiseptic wipes • on site medical support • provision of rubbish bins • treat all cuts immediately and cover adequately • wash hands • avoid contact with river water • use gloves 	L
Toilets	Children Agency Staff VIP's	<ul style="list-style-type: none"> • providing portaloos including disabled 	L
Sunburn or adverse weather	Children Agency Staff VIP's General Public	<ul style="list-style-type: none"> • on site sunblock • extra waterproof clothing available 	L
Fire	Children Agency Staff VIP's General Public	<ul style="list-style-type: none"> • fire extinguisher • sand • appoint fire warden • evacuation procedure • clean water for burns 	M
Lack of communication	All	<ul style="list-style-type: none"> • Provision of mobile on site • Have address of lock or Hills Meadow ready in case needed for fire/ambulance • Fluorescent EA jackets 	M
Slow Emergency response	All	<ul style="list-style-type: none"> • First aid kit – inform staff where it is and who are First Aid Monitors • St John's Ambulance on site 	M

Hazard	Control Measures	Residual Risk	Risk Level
General Arrangement of marquee	Erected and dismantled	<ul style="list-style-type: none"> Erected and dismantled by trained staff who have undertaken task many times Secured fitting/framework Mowed areas for marquee to stand on 	M
Displays	Agency Staff	<ul style="list-style-type: none"> Ensure level and stable helped by mowing grass if necessary 	M
Staff Briefing Lack of information and awareness	Agency Staff General Public	<ul style="list-style-type: none"> H and S procedures 	H
Failure to carry out ongoing checks	Agency Staff and general public	<ul style="list-style-type: none"> General House Keeping Monitoring of high risk areas Monitor of public behaviour particularly children 	H

Address of Site:

Caversham Lock Island
Kings Meadow Road
Reading Berks
RG1 8BP

Or

Hills Meadow Car Park
Hills Meadow
George Street
Reading

Liz O'Neill
Project Manager
16th June 2000

Risk Assessment for General Work on View Island

HAZARD	WHO'S AT RISK?	PRECAUTIONS To reduce the risk level	RISK LEVEL
Access road in close proximity to river	Agency Staff Contractors	Ensure that all are made aware of the hazard and are alert to the danger when visiting the site.	L
Close proximity to cold, deep flowing water	Agency staff Contractors	Issue PPE and ensure it is worn	M
Slip/trip hazards	Agency staff Contractors	Issue PPE and ensure it is worn Point out/mark hazards	L
Gas Equipment	Agency staff Contractors	Site gas well away from vehicles and combustibles Regularly inspect and check all equipment before use Use correctly and switch off after use	L
Slow Emergency response	Agency staff Contractors	Inform whole team where first aid kit is and nearest phone and who first aiders are.	L
Manual Handling	Agency staff Contractors	Instruct all in safe lifting techniques Plan handling of heavy awkward items Provide and use lifting and carrying aids	L
Injury from tools	Agency staff Contractors	Inspect tools before use, reject faulty No gloves with swinging tools Issue PPE, steel toed boots Brief on safe use and carriage of tools	L
Remote location	Agency staff Contractors	Lone Worker procedure Leave no one isolated on site	L
Tetanus/Leptospirosis and other biohazards	Agency staff Contractors	Treat all cuts immediately and cover adequately Avoid contact with water in areas likely to be soiled with rat urine Wash hands and gloves before eating COSHH procedures to be followed for any hazardous substances in use	L
Underground Services	Agency staff Contractors	Check with landowner and service maps. Use a CAT scanner Mark line of service if identified Watch for buried marker tape	M
Weather	Agency staff Contractors	Use high factor sunblock Carry extra waterproof clothing	L

Appendix 11

Written Feedback from Staff

memo



ENVIRONMENT
AGENCY

To Liz O'Neill
Nicki Atkins

Our ref CB/be

From Chris Birks

Your ref

Ext. Number 7 25 5101

Date 11 July 2000

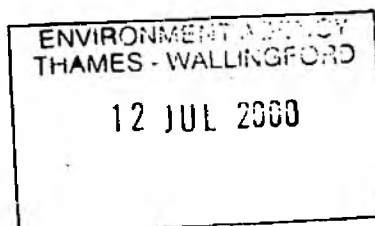
VIEW ISLAND

I was very impressed with the work that has been done at View Island to create a lasting facility for the people of Reading. I also thought that the two days events were well organised and, to judge by the atmosphere at the barbecue, really enjoyable.

Although I know that this was a real team effort, I also know that someone has to take a lead in making it all happen. Between you, the work on the island and the two-day festival were a direct result of your personal efforts. This reflects well on the Agency and has led to a lot more people knowing a little more about us. I would like to thank you both for your hard work and commitment to bringing this about.

Thank you and well done.

Chris Birks
Regional Director



cc: Helen Phillips

memo



ENVIRONMENT
AGENCY

To Liz O'Neill

Our ref HP/144/jw

From Helen Phillips

Your ref View Island

Ext. Number 8585

Date 30 June 2000

L13

ENVIRONMENT AGENCY
THAMES - WALLINGFORD

- 4 JUL 2000

VIEW ISLAND - MILLENNIUM FESTIVAL

I very much enjoyed my visit to View Island with you on Thursday, and was most impressed by all the hard work that has contributed towards the success of this project.

The project has been an excellent example of team working and you can feel justifiably proud in having taken the lead on this project, which has made a significant difference to our environment, that will be enjoyed by this generation and those to come.

Many thanks for all your efforts; I'm sorry I am unable to attend next weeks opening but wish you every success.

Congratulations and well done

With best wishes.

HELEN PHILLIPS
AREA MANAGER

Copies attached of memo's sent to Project team.

memo



ENVIRONMENT
AGENCY

To : See distribution list

Our ref

From: Brian Hughes

Your ref

Ext. Number 8312

Date 14th July 2000

View Island : thanks and well done!!

This is just a brief note to say a formal thanks for all the effort you put in to making the Millennium Festival such a success. Those of you who were on the Project Team will have had a letter from Helen Phillips but there were many others, including I'm pleased to say a lot of Customer Services staff who helped before, during and after the event.

This included a range of tasks such as cleaning the classroom area, sorting out name badges, patrolling the river bank in case schoolchildren fell in the river, manning stands and putting sand down to cover muddy paths!! Although these were not all exciting and glamorous tasks, they were all important contributions to a successful event.

Many thanks.

Distribution List:

Liz O'Neil
Nicki Atkins
Paula Smith
Natasha Bateman

Sarah Green
Mat Hayes
Jason Gash
Sue Buckland

Dawn McCallum
Ian Tiller
Anne Feather

C.C. Helen Phillips



Our ref:

Your ref:

Date: 12 July 2000

Mr. xxxxxxxx

xxxxx

xxxxx

xxxxx

xxxxx

xxxxx

Dear xxxxxx

WEST AREA MILLENNIUM PROJECT - VIEW ISLAND

Having attended the opening of View Island last Friday and being highly impressed with the works carried out by the RWC, I decided to write to all those who had taken part to show my appreciation for the results of your labours.

The project organiser Liz O'Neil and her associates were full of praise for the way that you carried out the work there and mentioned this frequently during the opening ceremony. This work will certainly be of lasting benefit to the local environment and the community, especially if the enthusiastic noise generated by the visiting children is anything to go by!

Many thanks once again for all your efforts however great or small.

Regards

DAVE HALDENBY
Regional Contractor Manager

From: Fiona Hoggard
To: TH.Wallingford1.ONEILLM
Date: 13 July 2000 3:15pm
Subject: View Island Festival

Liz

Just a note to say well done for all your hard work on the festival last week. I thought the Island looked fantastic, definitely a very good legacy to the local environment in Reading and catering for lots of different user groups too. I look forward to coming back and visiting the island in 6 months to see how the pond develops. I might even come by canoe!

The activity stations for the schools day and launch were well thought out, with good clear environmental messages and everyone I saw seemed to enjoy the mix of activities. The 'funky' benches were also well used by some of the older visitors. Im sorry I was unable to stay for the BBQ but I hear it went down well with staff.

I think the army might be in touch for a few hints on how to organise a battalion, as walkie talkies seemed an excellent way to co-ordinate what was a very enthusiastic workforce, especially when whisking all those kids round the site- no small feat. The team spirit was noticeable. Please pass on my congratulations to the whole team who helped to pull the event off.

One last question. Who won the prize to guess which member of the management team modelled for the troll?.....I have my suspicions.....

Well done again.

Fiona

CC: TH.Wallingford1.HUGHEBD, TH.Reading1.BirksC, TH.Ha...

From: Caragh Salisbury
To: Wallingford1.ONEILLM
Date: 13 July 2000 4:16pm
Subject: Yum Yum Yum Yum

THANK YOU

You remembered what a choc-a-holic I was!

Myself and the rest of the team (bunch of gluttons) are very grateful for your lovely gesture!

It was a real pleasure to work with you Liz and hope I do so again before this place finishes me off...

Cheers

Caragh

From: Nathan Jones
To: ONEILLM
Date: 11 July 2000 2:37pm
Subject: A HUGE thank you -Reply

Liz, Nicki,

Just to say I thoroughly enjoyed the event and was very impressed with what you created, I hope you are justifiably proud of what you achieved.

If you have any similar future initiatives please 'bear' me in mind.

Regards Nathan

From: Lou Kizwini
To: Wallingford1.ONEILLM
Date: 12 July 2000 3:15pm
Subject: FESTIVAL

Liz,

I haven't had a chance to speak to you yet regarding how the festival went on Saturday. Regardless, I had an excellent day on Friday and by the looks of the visiting school kids, I wasn't the only one. Thanks for the invite, I'm really pleased to have been involved with the project albeit in a very minor way. You and the project team obviously put in an enormous amount of effort and it certainly paid off. Your project seemed to have everything - loads of community participation, environmental improvements, educational value and a legacy that can be utilised in the future by local people.

Well done and hope to see you soon

Lou

From: Geoff Carill
To: ONEILLM, ATKINNJ
Date: 13 July 2000 3:26pm
Subject: View Island

Hi Liz and Nicki,

Friday and Saturday were great days and really justified all the hard work and occasional heartache of the preceding months. I went home with a real buzz and a warm glow - despite the weather!

These are the sort of projects the Agency really comes good at - the togetherness and team-bonding is worth a dozen training courses. Maybe the inter-department communication and understanding could've been a bit better, but hey, perfection is boring!

Special praise to Liz and 'The Terrier' for always keeping their 'eyes on the prize' and delivering a memorable event with a legacy that will last.

Respect!

Geoff xxx

From: Paul b Power
To: HUGHEBD, ONEILLM, COLLIPA, ATKINNJ, Oxford1.HAWKIR...
Date: 10 July 2000 11:14am
Subject: View Island - An obvoius success.

Hopefully I have not missed any of the project team members off the above list.

Just a brief note to congratulate you on a successful project.

During my visit on friday evening I found the site well layed out, easily accessible and the displays very informative.

Paul Power
Hydrometry TL.

From: Daryl Buck
To: ONEILLM
Date: 10 July 2000 11:41am
Subject: A HUGE thank you -Reply

Hi Liz/Nicki - well done to you both too. It seemed to go really well (excellent organising) and apart from Mrs Millett (Caversham Globe Group), all the comments I received were very positive. I'm sure it's going to be a very valuable asset for the local community. I especially enjoyed Friday - the kids were much better behaved and interested than I had worried they might be - and the BBQ was tasty too!

Thanks
Daryl

From: Mark Rowe
To: TH.Reading1(COPASRM, HELLIRD), TH.Wallingford1(ATK...
Date: 10 July 2000 1:29pm
Subject: What a success! -Reply

Can I add my "well done gang" & to include Nicki & Liz in that.

I'm only sorry to have missed the event itself, although after all that toil on Thursday I could barely get out of bed the next day ! Still, should the need arise at least we have a ready trained team for "It's a Knock-out" - I wonder who our joker was.....

Was it the bimbo who went shopping,
was it Natasha's "friend",
was it the chap who offered up the ceremonial ribbon to the wrong posts,
was it the guy who moved the correct posts,
the list is endless !

Regards,
Mark.

>>> Liz O'Neill and Nicki Atkins (Liz O'Neill) 10/7/00 11:10 am >>>

Well - it's over!!!.....phew!

We just wanted to say a big big enormous thank you for all the hard work you've put in over the last 8 months - it truly paid off.

We have had a lot of very positive comments about the work at View Island from the general public but also from EA staff and Managers, you should be very proud off what you've achieved.

My brother-in-law came to the event with my nephew on Saturday and when I got home Saturday night he commented on the EA staff. He told me I was lucky to work with such a lovely bunch of people and he'd been moved by how wonderful you all were with the children.

We also wanted to say thank you for the lovely flowers - you could probably tell on the night we were both very shocked, stunned, surprised!!!! (understatement of the year) - we can't quite work out why when we shout at you for 6 months to do the project - we then get flowers!! For both of us it was the biggest compliment we could have had.

Many thanks.

Until the next project!!!!!!!!!!!!!!

Congratulations and well done

Liz and Nicki

xx

Comments from staff

Thanks for involving me in the millennium festival. I am so pleased to have been involved in a project which has had such a positive response from colleagues and members of the public. The school kids commented on how it was "the best school trip ever" and by the end of the day I think that at least some of our environmentalness had rubbed off on them. Hopefully as locals they will feel some sense of ownership over their environment through View Island. The project contrasted with my 'day job' and I got to be Mrs Nice Guy and discover that there is a world outside of EP where members of the public do actually care and want to listen to what you have to say. That's marvellous!!

Jo Larmour
EPO

Yeh! Great....what can I say?

We need one of these in every community.

I do have a few concerns about the possibility of vandalism – it'd be really sad to see it spoilt. Are there any protection measures in place?

Keep up the good work

Sid Phelps
EPO

I feel very proud to be involved in the project, it makes a nice change to have contact with the public in a positive way. It will be encouraging for the Agency to be remembered for creating this beautiful island and handing it back to the people of Reading to enjoy. Both Friday and Saturday were a complete success and I hope more people will continue to go to the island and soak up the calm, peaceful and educational feel of the island.

Well done to us all, and as for morale....it reinstates everything I believed in when working in my usual role. It's a pity it wasn't mentioned in the RGM's speech. Without teamwork it wouldn't have been possible.

Helen Warren
EPO

Despite feeling awful (due to illness), I went home on a real high both days. I was extremely proud to be part of the event. It was a resounding success and Liz and Nicki should be praised for the way they managed the project and kept it on track.

My parents and son attended the event and said that the Agency should be proud of the legacy we have left (lets not think about the vandals). I have happy memories of the event especially EPO's in disguise, Brian constantly sweeping, Liz and Nicki running round like headless chickens and those school children who kept mentioning poo and reducing me to giggles!

Lets hope the message Alex and I delivered in the waste tent 'reduce, reuse, recycle' continues to be remembered along with all the other messages we delivered.

I would say lets do it again, but I'm not that mad, nor has my voice recovered!

Happy Memories.

Sally Coble
Business Planner

I had a fantastic time and am pleased to have been involved in such a worth while project.

You should both be congratulated on such a successful and enjoyable project.

Mark Ormrod
EPO

I was very pleased to have been involved in the View Island project. In my opinion it is one of the best things the EA has ever done and certainly was excellent for morale and team-building across the functions.

I really enjoyed both days and would do it again. It's hard to say what could have improved but I think there could have been more PR/advertising of the event locally. It was lovely to leave the children playing there on Saturday night rather than lock the place up. Well done

Alex Fielding
EPO

My involvement with the project during the past six months has been the most rewarding work which I have undertaken with the Agency. When the first group of children arrived on the island on Friday and started to tour the activity stations I knew that we had got everything just right. Morale was good and team spirits were high which both contributed to the success of the event. The project team and you should feel justly proud of what was achieved. My thanks to you for involving me.

Vince Jenner
EPO

Once it all got moving it seemed to gather it's own momentum – apart from the odd heart-stopping moment such as the pollution potential!

A good project to be involved in and one which we should all feel proud of. It was good to have our IBU involved – their particular skills helped a great deal in delivery.

With respect to the educational aspects, I enjoyed working with the kids but I am not ready to retrain as a teacher just yet!

Lesley Sproat
Conservation Officer

I've got an idea..... (joke!)

I have felt lucky to work with all you guys. The energy that was created really shows in the way the island looks. Also the feeling that I had on the night of the barbecue when the Jazz Band played me think the same as Vince –we got it right.

It was a giggle – I'd definitely do it again – but would you ask me?

Peter Collins
Flood Defence Engineer

Well, I had a fantastic time everything went so well. The children loved making kites, so did I. I am yet to see any soaring high in the sky – so I guess they are ground kites (a nice name given to those that don't fly!). Thanks for involving me in such a successful project.

Well done everyone

Natasha Bateman
Authorisations Officer

Fantastic!

Although I was only involved on the Friday and Saturday, I was so very impressed with the organisation and the thought to every detail.

The project was not unlike the near impossible projects taken on by Groundforce!

Congratulations to all involved and a hefty pat on the back for both Liz and Nicki

Anne Feather
Customer Contact Officer

From Alcatraz to Treasure Island..... that's how one poetic chap in a lucid moment wrote about View Island (me). I'd like to think that all the abundant enthusiasm, goodwill and fun that I saw on the days that I was on the island will remain there as a golden thread of something special woven into the colourful tapestry of View Island. You all did an amazing job chaps – I salute you!

Jason Gash
Education Officer

An excellent example of great project management. Would certainly do it again and valued the opportunity to be a part of something permanent. I live 5 minutes from the island and walk by it every day. I visit it regularly and see people enjoying the panels and sculptures etc. Very satisfying to see our work being valued by the local community.

Caragh Salisbury
Public Relations Co-ordinator

Very pleased to have been involved in this interesting and successful project. Enjoyed being just a 'visitor with family' on the public open day, which was very well done and organised. I'm glad to be continuing my involvement in the partnership with Reading BC to help realise the full potential of this superb riverside site. Good to work in a team with West Area colleagues.

Richard Hellier
Landscape Architect

I don't feel that I really contributed a lot to the festival, particularly as the incident van and tent had to be pitched some distance away to avoid the portaloos. However, I think it was a great success. Congratulations to those involved. I enjoyed the BBQ on Friday night let's make it an annual event!

Has anyone got any photographs of the island before it was regenerated – I'd love to see them.

Helen Goode
EPO

I had an excellent day, particularly when I got to play 'EnviroBall'. Everyone seemed to be enjoying it, making it well worth while.

Lisa Allen
EPO

Thank you for involving me in the View Island project. It was a most rewarding experience and an excellent example of team-work.

I thoroughly enjoyed working with everyone on the team and also the children, who had a wonderful day out.

The dedication and enthusiasm of everyone involved resulted in a unique park for everyone to enjoy – A wildlife haven!

This could not have happened without you both and it has been a pleasure to work with you

Paula Smith
Planning Liaison Officer

Well it's over... phew! It's been by far the biggest, most complex but most rewarding work I've ever done. All of the hard work paid off as we delivered a superb two-day event. The enthusiasm and energy the team had throughout the organisation of the project and at the festival itself, made me appreciate what a great group of people I work with. The children's faces on the Friday made all of the stress and problems we had encountered fade away fast. The feedback from local people now enjoying the island has made me feel very proud to be involved in this project. My special thanks goes to Liz, for her support, guidance and calming qualities throughout the project - you're tops mate! I've had lots of giggles (and palpitations) working on this project and have lots of special memories to keep. Well done team.

Nicki Atkins
Customer Contact & Education Team Leader

From: Liz O'Neill and Nicki Atkins (Liz O'Neill)
To: FIELD AJ, HAYES M, BUCK D, JONES N, MORRIS D, READING T....
Date: 10 July 2000 11:22am
Subject: A HUGE thank you

We just wanted to say a big big thank you for all your help with the 2 day event at View Island.
We have had so much good feedback and this could not have happened without your hard work and positive attitude to the project. We have both been stunned by the effort and energy you have put in and hope you feel very proud of what you've achieved.
We could not have asked to work with a better bunch of people. Whatever your involvement (and the animals cannot go unmentioned!!!!) well done and very many thanks.
Liz and Nicki

From: Liz O'Neill and Nicki Atkins (Liz O'Neill)
To: CARLIG D, COLLIPA, JENNEV, SMITHPS, batem n, HWarren...
Date: 10 July 2000 11:10am
Subject: What a success!

Well - it's over!!.....phew!
We just wanted to say a big big enormous thank you for all the hard work you've put in over the last 8 months - it truly paid off.
We have had a lot of very positive comments about the work at View Island from the general public but also from EA staff and Managers, you should be very proud of what you've achieved.
My brother-in-law came to the event with my nephew on Saturday and when I got home Saturday night he commented on the EA staff. He told me I was lucky to work with such a lovely bunch of people and he'd been moved by how wonderful you all were with the children.
We also wanted to say thank you for the lovely flowers - you could probably tell on the night we were both very shocked, stunned, surprised!!!! (understatement of the year) - we can't quite work out why when we shout at you for 6 months to do the project - we then get flowers!! For both of us it was the biggest compliment we could have had.
Many thanks.
Until the next project!!!!!!!!!!!!!!!!!!!!
Congratulations and well done
Liz and Nicki
xx

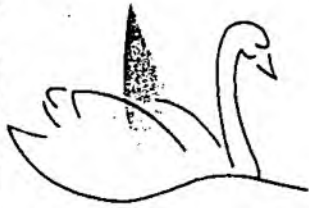
Appendix 12

Written Feedback from members of the public

T B T A

— COPY —

F.A.O. DR. H. PHILLIPS



Councillor Kathryn Peak
Deputy Lead Councillor for Cultural Services
Reading Borough Council
PO Box 17
Civic Offices
Civic Centre
Reading RG1 7TD

11th July 2000

Dear Councillor Peak,

Thank you for an interesting and well-organised opening of View Island last Friday.

Creating the island into an educational "wildlife haven" shows innovative thinking and the result, as it stands, is wonderful. I am concerned that vandalism will cause a rapid deterioration and suggest some deterrent to vandals and protection for the investment, will be achieved when the planned visitor mooring are established.

The boating community generally takes on a strong responsibility for environmental issues. The visitor moorings at View Island should be established as soon as possible for the benefit of both View Island and visiting boats.

Yours sincerely

Chris Coburn
Chairman

**THAMES
BOATING TRADES
ASSOCIATION**

Chairman:

Chris Coburn

Grove Gardens
Reading Road
Lower Basildon
Berkshire RG8 9ND

Telephone: 01491 875822
Fax: 01491 875305

Secretary:

John Crevald
1 Parkside
Hatchet Lane
Cranbourne
Winkfield
Berkshire SL4 2ED
Tel/Fax: 01344 886615

Forukra & Brian
Po Could I have a
view Brian
(i) on some raised
(ii) if we should
enter into correspondence.
H/ 11/2

igh Council,
ironment Group, Environment Agency
onment Agency

Date: 26th July 2000

Mr Chris Coburn
Grove Gardens
Reading Road
Lower Basildon
Berkshire
RG8 9ND

Dear

View Island : Moorings

Thank you for sending me a copy of your letter dated 11th July to Councillor Kathryn Peak.

The Environment Agency and Reading Borough Council were working to a limited budget when the work was done at View Island. Most of the work was funded from a successful lottery bid. The original intention was to create visitor moorings as part of the initial phase of work, but it transpired that in addition to the cost of the moorings themselves we would also need to find money to dredge the river adjacent to the island to allow boats to use the moorings. The overall budget was insufficient to cover this.

Consequently the provision of the visitor moorings has had to be postponed. We are exploring other ways of funding this work. You might be interested to know that our Partnerships Officer in West Area is taking a particular interest in Navigation issues so I hope it will be possible to install them in the near future. We fully endorse your comments about the value they will have in acting as a deterrent to vandalism and am keenly aware of the need for more visitor moorings on the Thames.

I am glad you enjoyed your visit to the island on 7th July and am sorry I was unable to be there to share the day with you.

Yours sincerely

Dr. Helen Phillips
AREA MANAGER

ac. Councillor Kathryn Peak
ac. Prof. J. Joseph
Environment Agency
Isis House, Howbery Park, Wallingford OX10 8BD
Tel: 01491 828585 Fax: 01491 834703

... after an a
 introduction.
 circulate to
 left involved
 Thank you & well
 me to all

On 15/6/00



REGIONAL DIRECTOR
 Thames Region
 25 JUL 2000

Thank You...
 to all concerned with the
 opening of Vieux Island in
 Jowersham.

I felt I had to write and
 congratulate you on a really
 superb new park. I was
 initially sceptical about the
 opening of this wild space
 - the public - fearing it
 would be at a cost to the
 wildlife living there. I know
 now that this is just what
 we were needing and that

... human population will be
 considerably greater than any
 temporary, set-back to the
 original residents.

you really have created
 a haven of peace and a
 refuge for all who visit,
 and make their homes there!
 My only concern is that some
 little hairs should be provided
 - if not on the Island then
 at the entrance?

Anyways many congratulations
 and thank you!
 Yours faithfully

Kate
 AREA MANAGER (WEST)
 ENVIRONMENT AGENCY
 THAMES REGION

(Mrs Kate Shirling)
 16 Coldcut St. Jowersham.

20 JUL 2000
 ACTION
 FILE

Our ref: View Island

Your ref:

Date: 7 August 2000

Mrs Kate Stirling
16 Coldicutt Street
Caversham
Reading

Dear Mrs Stirling

VIEW ISLAND

Thank you very much for your letter regarding the opening of View Island. It is always nice to receive feedback from people who are affected by the projects we are involved in, particularly when it is positive. I have copied your letter to the staff involved in the project.

I understand your concerns about litter, at present staff from Reading Borough Council are visiting the island to assess if it is a problem or not. If it does become a problem they will install litterbins. I believe their reasoning behind not having bins there from the opening was to encourage visitors to take litter home with them.

I will forward your comments on to Adrian Lawson at RBC who will be responsible for making the decision regarding this matter.

Thank you once again for taking the time to send me your comments, it is very much appreciated.

Yours faithfully

LIZ O'NEILL
Partnerships Officer

Direct dial 01491 828309
Direct fax 01491 828510

cc Adrian Lawson

Environment Agency
ISIS House, Howbery Park, Wallingford, Oxon, OX10 8BD
Tel: 01491 832801 Fax: 01491 828302

Appendix 13

Plans and Aerial Photograph



DRY SLOPE

1 in 1 - 1 in 8, sown with wildflower grass mix with knapweed, birds foot trefoil, ox-eye daisy etc. Annual cut, removal of arisings



GRAVEL BEACH

Robust shoreline above water level, cobbles/gravel 25-100mm in size, 150mm deep. Planted up in places attractive waterside plants



MARGINAL PLANTS

Mix of tall & medium height planted SWL - 100mm below. Purple loosestrife, hemp agrimony, flowering rush - medium: Great Pond Sedge, yellow flag, amphibious bistort, arrowhead, water plantain etc



REED

Phragmites australis planted 4 per m² on marginal shelf 100mm below SWL. Attractive backdrop providing habitat & concealing steep banks



ISLAND

Gravel surfaced, planted up with a mix of attractive plants as above. Island forming a feature & undisturbed habitat

Mature Sycamores



ENVIRONMENT
AGENCY

NORTH

Archway
(Existing)

SWL =
Standard Water Level
Hydraulic Continuity with
Thames assumed

*DRAWING TO BE READ IN CONJUNCTION
WITH SECTION DWG. LA 5.17.010

Environment Agency Thames Region
REGIONAL WATER MANAGEMENT DEPARTMENT
Fisheries and Conservation Section

LANDSCAPE ARCHITECTURE GROUP

Kings Meadow House, Kings Meadow Road, Reading RG1 8DQ.
Contact: Richard Copas, Regional Landscape Architect
Tel: 0118 953 5565 Fax: 0118 958 7151 email: richardcopas@environmentagency.gov.uk

Project
VIEW ISLAND

Title
POND PROPOSALS

Scale
1:200

Date
23.02.00

Drawn
Richard Hellier

Checked

Catchment
Thames

Drawing Number
LA5.17.009

© Copyright reserved

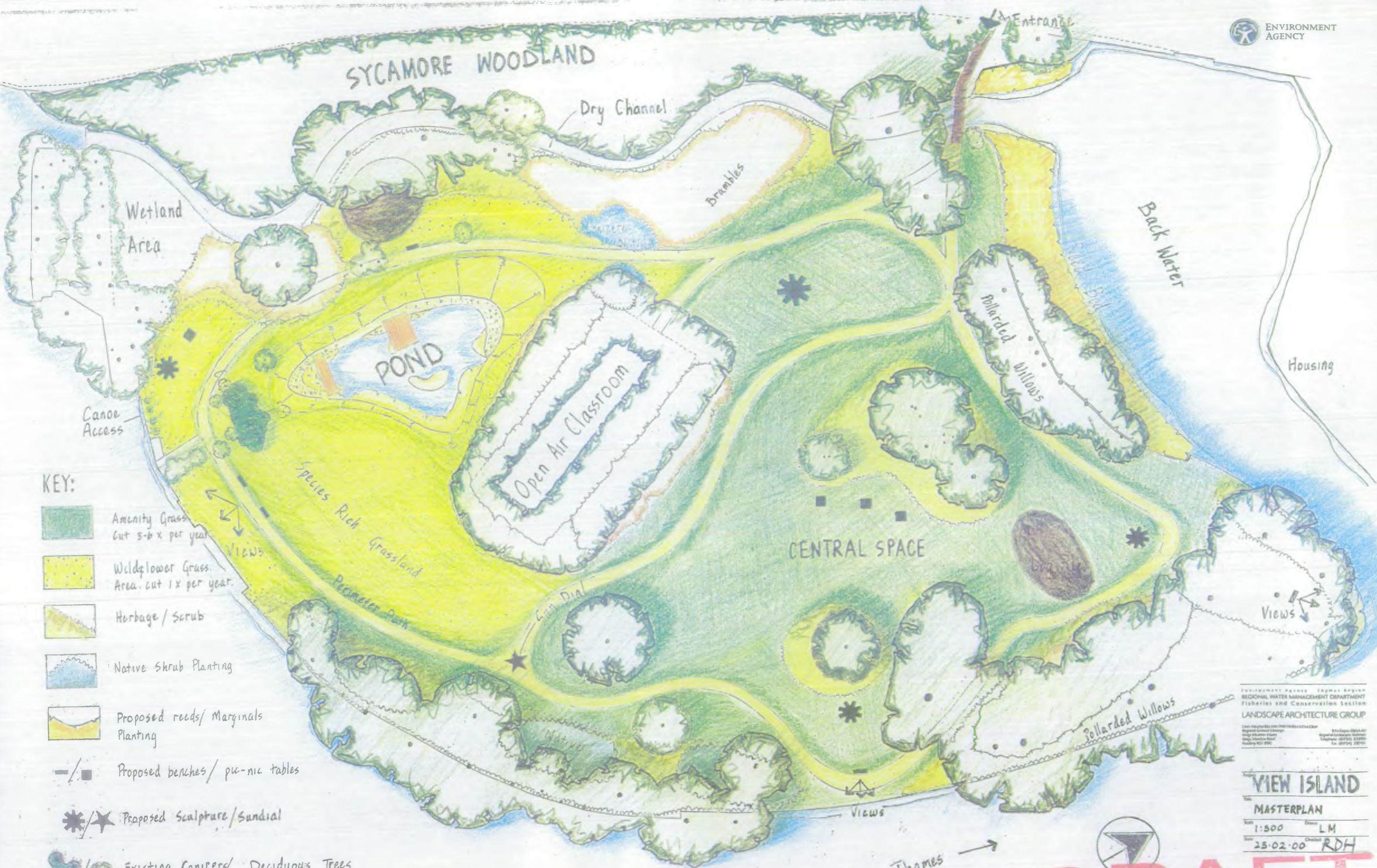
POND CONCEPT

1. Gentle, sunny, grassy slope for access to pond & for its contemplation
2. Gravel beach to allow mud free inspection of pond, provide useful habitat and an attractive shoreline tolerant of heavy use.
3. Diverse plant communities typical of the area, wildlife rich, low, medium and tall associations. Reeds form an attractive backdrop to pond.
4. Timber dipping platform & boardwalk, simple low key design, easy to construct & repair, to allow study of pond communities.

0 5 10 metres
SCALE

DRAFT





- KEY:
- Amenity Grass. Cut 5-6 x per year
 - Wildflower Grass. Area. cut 1x per year.
 - Herbage / Scrub
 - Native Shrub Planting
 - Proposed reeds/ Marginals Planting
 - Proposed benches / picnic tables
 - Proposed Sculpture / Sundial
 - Existing Conifers / Deciduous Trees
 - Important Viewpoints

Environment Agency Thames Region
 REGIONAL WATER MANAGEMENT DEPARTMENT
 Fisheries and Conservation Section
 LANDSCAPE ARCHITECTURE GROUP
 Can. 0199 240 0100 (Thames Valley Office)
 Regional Control Centre
 0199 240 0100 (Thames Valley Office)
 0199 240 0100 (Thames Valley Office)

VIEW ISLAND
MASTERPLAN
 Scale 1:500 Date LM
 25.02.00 RDH

DRAFT
 0 5 10 15 20
 METRES
 5.1.011



10872



9021

Appendix 14

Additional Photographs



