**New name, new logo, new beginning WCT 001**

If you have seen our latest newsletter, you may have noticed it is now called **Wendover Canal News**, still published by **Wendover Canal Trust** but with a different logo and new email contact addresses.

***What’s going on?***

There’s not much in the name **Wendover Arm Trust** to tell anyone from outside the canal “bubble” that we are even associated with Canals. Instead, we find we have to constantly explain what an ‘Arm’ is and then go on to talk about our restoration work. There is also an unrelated hotel in High Wycombe called the Wendover Arms!

In the coming years as the Trust’s finances have to support ever more expensive and ambitious tasks, it becomes more important than ever that our name is visible and accepted by potential supporters and donation/grant giving bodies. Internet searches for ‘Canal Trust’, for example, must give a result with our name prominently shown. We can only expect to attract new members and grants if our purpose is clear.

To have the best chance of reaching future members, supporters, and potential donors we are better served with a name which more closely identifies us with who we are.

Hence the name **Wendover Canal Trust**.

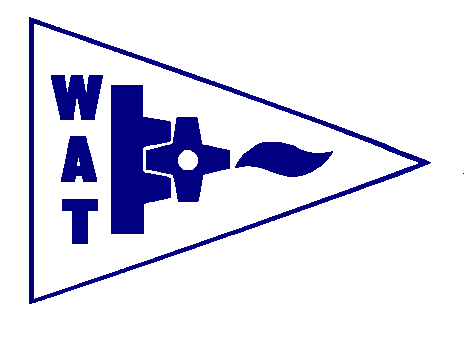
There are secondary benefits, too.

* The Arm has long been called the Wendover Canal by local residents and visitors. Calling ourselves **Wendover Canal Trust** gives us added legitimacy, and gives the canal and us increased recognition.
* Our new internet domain wendovercanal.org.uk, (which is part of our email and website addresses) should mean that internet searches will be more likely to find us. The old website and email addresses will continue to work but won’t be widely publicised.
* The new domain name uses the *org.uk* identifier, commonly used by charities. This means we can avoid using the *co.uk* style, which is intended to be used by a profit-driven commercial company.

***What is actually changing?***

* The Wendover Arm Trust has registered **Wendover Canal Trus**t as a working name, which will be used in all general day to day activities.
* The nameWendover Arm Trust has *not* been deleted; It remains in use for financial and commercial transactions, with the registered address as before: Wendover Canal Trust, Island House, Moor Road, Chesham Bucks. HP5 1WA.
* The governance and management for Wendover Canal Trust remain unchanged. It is only the name which is being updated.
* Our website, media pages, newsletter, correspondence, publications, and general communications will all use the name Wendover Canal Trust

***What else is changing?***

In terms of identifying what we do, our old logo **** is no help at all! To someone who only has a vague idea of what a canal is, the logo gives no information, and is even in a colour which we no longer use!

Having a logo with a clear reference to a canal will help to cement our identity, and having a new logo brings a long overdue opportunity to update the design to something more relevant.

So, we updated our logo. The new design references one of the greatest Trust achievements to date – the rebuilding of Little Tring Bridge, as well as reminding ourselves that more bridge rebuilds will be required!

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| --- | --- |
| Our new logo: |  |

In fact, we do not have a shortage of projects needing capital funding. Clearance of the Historic Domestic Tip at Tring, Rebuilding the main road and access bridges at Buckland, Rebuilding Halton Road bridge, as well as completing the relining at Little Tring will all need significant funding. All the more important then, that we maximise our chances of being recognised and identified by funders.

With a new logo, it would be logical to expect a new **clothing** and branded goods range. Whilst that is a likely eventual outcome, there are no immediate plans to introduce a complete range immediately. Instead, for the time being replacement stock will follow demand.

To avoid unnecessary printing and design costs, **leaflets and booklets** will be revised over time, when reprints would in any case be required.

There are many **plaques, signs and display boards** which need to be updated. Many (most?) signs and boards are showing their age, or simply display out of date information and are overdue to be renewed or replaced. This will be an important task for the newly named Trust. The cost of replacement and renewal is part of our normal publicity budgeting. That’s not to say that a sponsorship offer would be unwelcome …

***What happens to donations? Who do I pay?***

In the coming months you will see increasing reference to **Wendover Canal Trust** in letters and notices. However, all payment details will remain the same. Any payments (i.e. cheques, bank transfers, etc.) should continue to be made to Wendover Arm Trust, as before. Gift Aid arrangements also remain the same.

***When is all this happening?***

The newsletter has already been updated. Our website has been referring to the Wendover Canal for some time now (did you notice?). Our leaflets will be updated (for content as well as appearance) as stock is used up, and you should see our new name and logo in emails and general correspondence as it appears.

***Your view?***

What do you think of the changes? Feel free to email or message your thoughts via the website [www.wendovercanal.org.uk](http://www.wendovercanal.org.uk) or email to [webmaster@wendovercanal.org.uk](mailto:marketing@wendovercanal.org.uk)

*Wendover Canal Trust Marketing Group, September 2021*