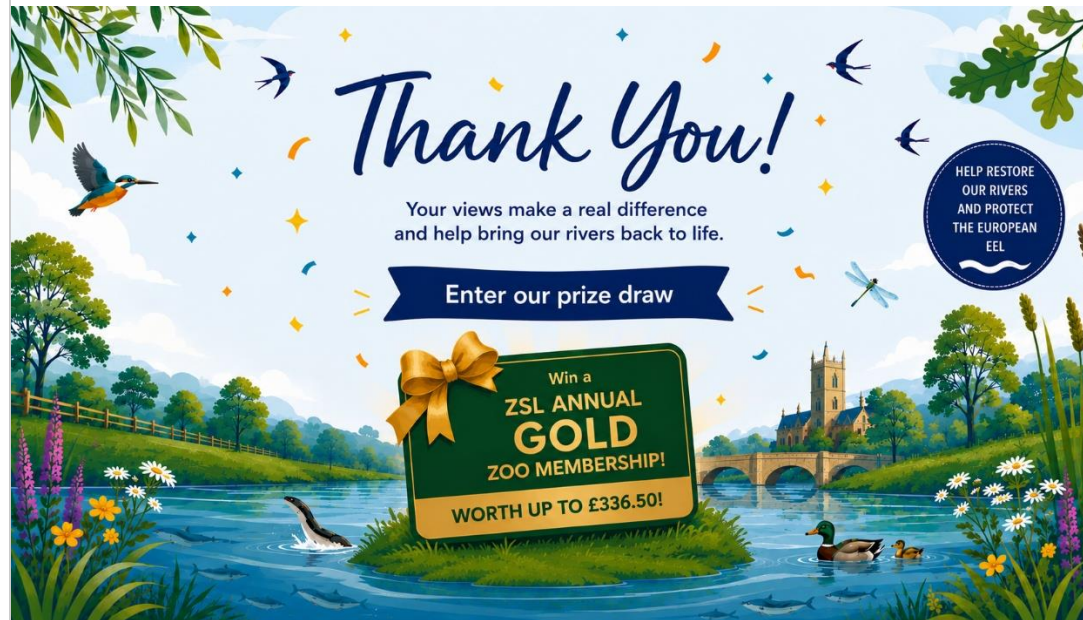


D10. Is there anything else you would like the project team to consider?

E: Prize Draw Entry



Want to win an annual ZSL Gold Zoo Membership worth up to £336?

Enter the separate prize draw by scanning the QR code or visiting the link below. The draw is free to enter and independent of this survey: you do not need to share your email address to complete the survey.

Scan the QR code on this page for Prize draw entry:

Or write your email address here if you are happy to share it:



Thanks for taking the time to let us know what you think. please hand in your form to a member of staff from the TCCEP partnership, or take a photo of it and send to info@thamesriverstrust.org.uk , or post to: Freepost THAMES RIVERS TRUST

SHARE YOUR VIEWS FOR YOUR CHANCE TO WIN

AN ANNUAL GOLD
ZOO MEMBERSHIP
FROM ZSL
WORTH UP TO £336!

We're planning exciting projects to
restore rivers, protect wildlife and
connect more people with our
rivers and their stories.

YOUR VIEWS WILL HELP SHAPE:

-  River restoration and wildlife recovery
-  Community events and activities
-  Education and youth programmes
-  Citizen science opportunities
-  Heritage, stories and interpretation
-  Volunteering and local involvement



The European eel is
critically endangered.
By working together, we can
improve habitats, remove barriers
and help bring eels back to our rivers.

HELP RESTORE
OUR RIVERS
AND PROTECT
THE EUROPEAN
EEL

Scan Me



Open to
everyone



Anonymous
responses



Takes around
5 minutes



CLOSING DATE:
OCTOBER 2026

Enter the prize draw
at the end for your
chance to **WIN!**



Bring Back the Eel: Tell Us What You Think

About

The European eel is one of the most extraordinary animals on the planet. Born in the Sargasso Sea, it spends the majority of its life in the rivers of the Thames catchment. Its population has fallen by more than 95% since the 1980s.

The Thames Catchment Community Eels Project exists to change that. Your views will directly shape what we do. It takes about 5 minutes.

Before you start

Your responses are anonymous. We collect your partial postcode and some optional demographic information to check we are reaching a wide range of people.

Thames Rivers Trust is the data controller. Made possible with The National Lottery Heritage Fund.

A : You and Your Local Rivers

A1. How connected do you feel to your local rivers? *

- ☐ Very connected
- ☐ Fairly connected
- ☐ Neutral
- ☐ Not very connected
- ☐ Not connected at all

A2. How do you most often connect with rivers and waterways?

We know not everyone lives near a river. This helps us understand the different ways people connect with waterways across the catchment.

- ☐ I live close to one
- ☐ I visit for leisure or recreation
- ☐ Through work or volunteering
- ☐ Through school or education
- ☐ Online or through media and events
- ☐ I don't currently connect with rivers

A3. What do you most value about rivers? (Select up to 3) *

- ☐ Wildlife and biodiversity
- ☐ River restoration
- ☐ Local history and heritage
- ☐ Citizen science
- ☐ Volunteering
- ☐ Family activities
- ☐ Schools and education
- ☐ Climate and sustainability
- ☐ Outdoor wellbeing
- ☐ Arts and storytelling
- ☐ Fishing and angling
- ☐ Community events

A4. What stops you engaging more with rivers? (Select all that apply) *

- ☐ Activities not near me
- ☐ Safety concerns
- ☐ Lack of information or awareness
- ☐ Not enough time
- ☐ Events not family-friendly
- ☐ Cost
- ☐ Transport difficulties
- ☐ Events feel inaccessible
- ☐ Nothing, I already engage regularly
- ☐ Other (please write below)

D5. Which best describes your current relationship with rivers and waterways? *

- ☐ I am an active volunteer with a rivers or conservation organisation
- ☐ I have volunteered in the past but am not currently active
- ☐ I am a landowner or land manager with riverside or riparian land
- ☐ I work in an organisation connected to rivers, the environment or heritage
- ☐ I am interested but have not yet been involved
- ☐ I have no current connection to rivers or conservation

D6. What is your age group?

- ☐ Under 16
- ☐ 16–24
- ☐ 25–44
- ☐ 45–64
- ☐ 65+
- ☐ Prefer not to say

D7. Do you consider yourself to be disabled or have a long-term health condition?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

D8. How would you describe your ethnicity or cultural background?

- ☐ English, Welsh, Scottish, N. Irish or British
- ☐ Irish
- ☐ Gypsy or Irish Traveller
- ☐ Roma
- ☐ Any other White background
- ☐ White and Black Caribbean
- ☐ White and Black African
- ☐ White and Asian
- ☐ Any other Mixed or Multiple ethnic bg
- ☐ Indian
- ☐ Pakistani
- ☐ Bangladeshi
- ☐ Chinese
- ☐ Any other Asian background
- ☐ African
- ☐ Caribbean
- ☐ Any other Black, Black British or Caribbean
- ☐ Arab
- ☐ Any other ethnic group
- ☐ Prefer not to say

D9. How did you find out about this survey? *

- ☐ Thames Rivers Trust website/social media
- ☐ A school or youth group
- ☐ A partner organisation's website/social
- ☐ A friend, family member or colleague
- ☐ An email or newsletter
- ☐ A QR code on a poster or printed material
- ☐ A community event or river walk
- ☐ Other (please write below)

D: Priorities, Legacy, and About You

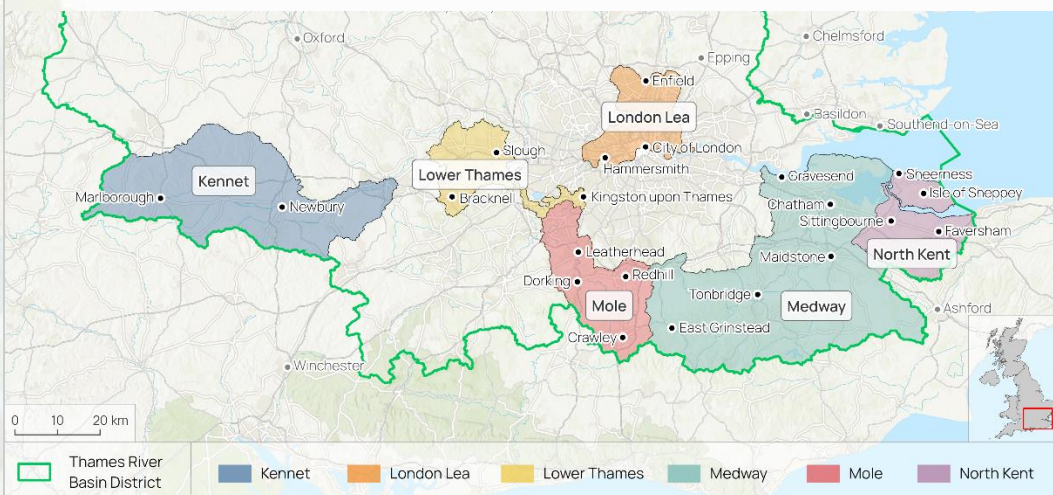
D1. Which outcomes are most important for this project? (Choose up to 3) *

- ☐ Improving river habitats
- ☐ Helping wildlife recover
- ☐ Protecting eel migration routes
- ☐ Educating young people
- ☐ Supporting community wellbeing
- ☐ Increasing volunteering opportunities
- ☐ Improving access to nature
- ☐ Celebrating river heritage
- ☐ Tackling climate impacts
- ☐ Building local pride and long-term stewardship

D2. Do you think projects like TCCEP are important for the future of rivers and communities? *

- ☐ Yes
- ☐ No
- ☐ Unsure

D3. Which area of the Thames catchment do you live in or feel most connected to?



- ☐ London Lea
- ☐ Lower Thames
- ☐ Kennet
- ☐ Mole
- ☐ Medway
- ☐ North Kent
- ☐ Other Thames catchment area
- ☐ Outside the Thames catchment
- ☐ Not sure

D4. What is the first part of your postcode? *

For example: E10, N17, RG1, GU1, ME4 or TN9. We do not collect full postcodes.

B : Eels, Wildlife, and River Heritage

B1. How much did you know about the European eel before today? *

- ☐ A lot
- ☐ A little
- ☐ Heard of them but knew nothing
- ☐ Never heard of them

B2. The eel is critically endangered: its population has declined by over 95% since the 1980s. How does learning this make you feel? *

- ☐ Deeply concerned
- ☐ Concerned
- ☐ Somewhat concerned
- ☐ Not particularly concerned

B3. How important is it to improve river health for wildlife? (1 = not at all, 5 = extremely) *

1 Not at all	2	3	4	5 Extremely
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B4. Eels have been part of Thames communities for centuries: food, place names, folklore, riverside trades. Does this cultural connection matter to you? *

- ☐ Yes, a lot
- ☐ Somewhat
- ☐ Not particularly
- ☐ I didn't know about it

Optional: Is there an eel or river memory from your area you would like to share?

B5. Please give three words to describe the European eel today *

B6. What stories or perspectives are currently missing from conversations about rivers and waterways?

B7. Which aspects of eel and river heritage would you most like to learn more about? (Select up to 4) *

- | | |
|--|---|
| ☐ The migration journey of the European eel | ☐ Water quality and environmental change |
| ☐ River and waterway histories in my area | ☐ Climate change and river restoration |
| ☐ Wildlife and biodiversity | ☐ Community memories and oral histories |
| ☐ Folklore, myths and cultural stories | ☐ The future of rivers and conservation |
| ☐ River industries, trades and heritage | ☐ Other (please write below) |

B8. Which approaches would be most effective in helping people connect with the project? (Select up to 5) *

- | | |
|--|---|
| ☐ Signage | ☐ Expert-led eel outreach with schools |
| ☐ Guided walks or trails | ☐ Citizen science activities |
| ☐ Public art | ☐ Augmented reality experiences (AR) |
| ☐ A digital map | ☐ QR codes |
| ☐ Audio stories or oral histories | ☐ Festivals or live events |
| ☐ Short films or animations | ☐ Social media campaigns |
| ☐ Community exhibitions | ☐ Online games |
| ☐ Creative workshops | ☐ Other (please write below) |
| ☐ School resources and activity packs | |

C1. Which activities would you be most likely to take part in? (Tick all that apply) *

- | | |
|---|--|
| ☐ River walks and guided events | ☐ Talks and workshops |
| ☐ School activities | ☐ Arts and heritage projects |
| ☐ Volunteer conservation days | ☐ Online learning and resources |
| ☐ Citizen science surveys | ☐ Practical habitat restoration |
| ☐ Eel monitoring | ☐ None of the above |
| ☐ Community events and festivals | |

C2. What would make you more likely to get involved? (Select up to 3) *

- | | |
|---|---|
| ☐ Activities close to home | ☐ Beginner-friendly opportunities |
| ☐ Family-friendly events | ☐ Transport support |
| ☐ Weekend or flexible timing | ☐ More inclusive and accessible events |
| ☐ Free events | ☐ Opportunities to learn new skills |
| ☐ Better awareness and publicity | |

C3. If you have children or work with young people, would you be interested in eel and river activities for schools or youth groups?

- | | |
|--|--|
| ☐ Yes, very interested | ☐ Not applicable to me |
| ☐ Possibly | ☐ No |

C4. Are there any barriers that might stop you taking part?