

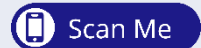


Bring Back the Eel - Tell Us What You Think

About this consultation

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.

You can complete the survey online if you prefer by scanning the QR code. 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.



* = required question

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.

- | | |
|---|--|
| ☐ 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) |

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

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 *

Word 1	Word 2	Word 3
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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 | ☐ River and waterway histories in my area |
| ☐ Wildlife and biodiversity | ☐ Folklore, myths and cultural stories |
| ☐ River industries, trades and heritage | ☐ Water quality and environmental change |
| ☐ Climate change and river restoration | ☐ Community memories and oral histories |
| ☐ The future of rivers and conservation | ☐ Other (please write below) |

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

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

C: Getting Involved

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

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

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

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

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 | ☐ Possibly |
| ☐ Not applicable to me | ☐ No |

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

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.

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 background | ☐ 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 consultation? *

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

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?

The draw is free to enter and independent of this consultation. You do not need to share your email address to complete the consultation.

Scan the QR code on this page for prize draw entry, or write your email address below if you are happy to share it:

Email address: _____



Thank you for taking the time to let us know what you think.

Please hand in your completed form to a member of staff from the TCCEP partnership, or take a photo of each page and email to: info@thamesriverstrust.org.uk, or post to: **Freepost THAMES RIVERS TRUST**