



Press Release

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Students in the West Midlands are being asked to use their 21st century media and business skills to help restore an historic waterway.

In its heyday the Lapal Canal was an industrial revolution motorway packed with boats transporting fuel and goods around the country.

It fell into disuse in the early 20th century but a trust is planning to restore the canal for recreational use.

And now they are hoping to recruit local media students to promote the scheme in the press and through social media.

They are also running a competition to encourage business students to come up with innovative ways of fund-raising for the project.

So far four universities – Birmingham City University, University of Birmingham, Coventry University and Warwick University – have agreed to be involved in the contest.

There will be £1,000 in prize money available - with the best student project taking the £600 first prize.

The Lapal Canal trust was formed in 1990 with the objective of restoring the 5 ½ mile waterway which runs from Selly Oak to Halesowen.

Trust member Hugh Humphreys said: “The trust has been active in promoting the canal and the Sainsbury development in Selly Oak has give the restoration project new impetus.

“If the restoration of the canal can be included in the new development there is a real opportunity for a second Brindley Place - with new waterside cafes and bars – to be created in the heart of Selly Oak.”

Peter Best , Chairman of the Lapal Canal Trust, said that involving the universities would help to raise the profile of the canal restoration across the generations as well as providing them with some original ideas for publicity and funding

He added: “We believe that this will also provide an interesting real-life project for local students to get involved with.”

A judging panel of Lapal Trust and university staff will select the best project and prizes will be awarded in August 2013

Lapal Canal Trust was established in 1990 to promote and actively work towards the restoration of the Lapal Canal from Selly Oak (Nr Sainsbury) to Halesowen (Nr B and Q) www.lapal.org

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Warwick University Students visiting the Lapal Canal in Selly oak Park



Warwick students studying how a 200 year old lock in Smethwick Works