



Press Release

University Post Graduate Students in the West Midlands were 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 the Lapal Trust is planning to restore the canal for recreational use. 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.

The Lapal Trust has been running a competition to encourage business students to suggest innovative ways of increasing awareness and fund-raising for the project. A judging panel of Lapal Canal Trust members reviewed the student work and selected the winner from Birmingham University and two equal 2nd places from Warwick and Birmingham University, £1,000 in prize money was available - with the best student project taking the £600 first prize. Certificate and prizes were awarded by the Lord Mayor of Birmingham - Councillor Mike Leddy – just before Christmas in the Lord Mayor's Parlour at the Council House.

Dr. Sarah Montano Deputy Director of BSc Business Management Programmes (Singapore) University of Birmingham commented "The students have greatly benefitted from working on the project by enhancing their employability skills and understanding how challenging fundraising can be. In addition, they have been able to raise the profile of the Lapal Canal Trust amongst their peers"

Dr Peter Best , Chairman of the Lapal Canal Trust, said that involving the universities has helped 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: "The trust has been active in promoting the canal and approval of the Sainsbury development incorporating part of the canal in Selly Oak has given the restoration project new impetus, opportunity for a second Brindley Place - with new waterside cafes and bars – to be created in the heart of Selly Oak."

1st Prize Birmingham University;

Greg Beckett , Yu-Tung Hsueh, Kamolmas Tongkaew, Keyi Yang, Xuefei Zhang

Joint 2nd Prize Warwick University ;

Mohamed Matar, Nina Fei, June Qiu, Siddhant Sinha, Ope Odeleye, and Andrey Popov.

Joint 2nd Prize Birmingham University;

Bin Wang, Yiching Chan, Jingyi Liu, Misha Xu, and Cen Liang

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

Any Queries To Ms Helen Jones editor@lapal.org 01564 772 155

Thanks to David Scowcroft for photograph of the Lord Mayor, and to Hugh Humphreys for the students photos

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Birmingham University Winners



Warwick University Winners, 2nd place



Sarah Montano, Greg Becket, Lord Mayor, Dr Peter Best