



# Angling for Good

National Angling Strategy  
2019-2024



substance.

# Contents

	<b>Foreword</b>	<b>3</b>
<b>1.</b>	<b>Introduction and Aims</b>	<b>4</b>
<b>2.</b>	<b>Objectives and Activities</b>	<b>9</b>
	Objective 1      Increasing Awareness	9
	Objective 2      Increasing participation	12
	Objective 3      Social Benefits	16
	Objective 4      Sustainable places	19
	Objective 5      Economic impact	22
	Objective 6      Better knowledge	25
<b>3.</b>	<b>Implementation</b>	<b>28</b>

---

The National Angling Strategy was researched and written by **Adam Brown, Substance** ([www.substance.net](http://www.substance.net)) in conjunction with strategy partners. It was funded by the Environment Agency and developed in conjunction with the Angling Trust, Canal and River Trust, Angling Trades Association and Get Hooked on Fishing.

Design by StudioDBD / [StudioDBD.com](http://StudioDBD.com)



# Foreword

## From Kevin Austin – Environment Agency & Mark Lloyd – The Angling Trust

### **What sport allows people of all ages, physical and mental ability to take part together and can be integral to their good health and wellbeing?**

What sport can be both exhilarating and relaxing, be a gateway from inactivity to a healthier life and test endurance and skill? What sport can be carried out with friends and family or if you like, completely on your own? What sport could possibly take you from a tumbling mountain stream to the expanse of the ocean and via endless miles of canals, majestic rivers, secret urban waterways, secluded park ponds, lakes and reservoirs and beaches? And what sport actually helps deliver environmental improvements?

**Angling! Angling is like no other sport, pastime or hobby!**

Through our new National Angling Strategy we have set out a blueprint for how we want to develop and improve the angling experience in England so as many people as possible are given the chance to take part and understand what the sport has to offer. We want more people to have the opportunity to try out and take up this exciting pastime, get active, be connected with the outdoor environment and improve their health and well-being.

This strategy represents a clear vision of how the angling community will work together to realise the objectives of increasing participation, making angling more inclusive, promoting individual, social and economic development and fostering environmental improvement. It also embodies the aims and objectives of the Government’s recently published 25 Year Environment Plan and ‘Sporting Future’ the Government’s sports strategy.

**So, please read on and find out what angling can do for you and how you can get involved.**



**Kevin Austin**  
Deputy Director of Agriculture,  
Fisheries and the Natural Environment  
for the Environment Agency



**Mark Lloyd**  
CEO of The Angling Trust

# 1. Introduction and Aims

## A Vision for Angling

**Develop a world class recreational angling sector enabling more people from a wider variety of backgrounds to access fishing, meaning they are more active, better connected with the environment and benefitting from the improved health and wellbeing that angling brings.**

The National Angling Strategy 2019–24 for England sets out how angling needs to be developed over the next five years to realise this vision.

There is a tremendous opportunity to grow the sport and deliver very significant benefits to those that take part and the communities in which it happens; significantly enhancing the contribution that angling makes to important national priorities.

The strategy has been developed at a time of huge opportunity but also significant challenges.

The outcomes being sought by government in sport, the environment and economy align very closely with the outcomes that angling delivers – health and wellbeing, environmental improvement, jobs and economic impact in rural and coastal areas.

However, angling faces some very serious challenges. It has had declining participation, partly from reduced marketing, resulting in reduced funding for it from fishing licence sales. The profile of people who take part is increasingly the older generation and it does not really include some sections of the population.

For angling organisations, their partners and funders to realise their vision, there needs to be change: new approaches; additional significant resources; a renewed cooperation amongst stakeholder organisations; and a realistic marketing and funding plan. Angling cannot just continue as it has.



# 1.1 Aims

## The aims of the National Angling Strategy are to:

1. Increase participation in angling to:
  - a. Increase the numbers of people getting active outdoors through angling.
  - b. Improve the health and well-being of those that take part.
  - c. Help people and communities develop with skills, education, volunteering and facilities.
2. Connect more people to nature through angling for their well-being and to improve the environment.
3. Increase the economic impact of angling and in particular deliver economic benefits in rural and coastal communities and revenue to clubs, fisheries and businesses.

## These strategic aims will contribute directly to important national priorities in:

- **Sport:** To get more people active and increase outcomes in health and well-being, personal development and community and economic development as expressed in *Towards an Active Nation*, Sport England's strategy.
- **Environment:** To connect more people to nature, create a sustainable environment and increase health and well-being, as expressed in the Government's *25 Year Environment Plan*.
- **Economy:** To increase the economic impact of angling in the UK economy and in particular rural and coastal areas<sup>1</sup>.



## 1.2 Objectives

**With appropriate resources being made available, the following objectives will be realised:**

### **Objective 1**

**Raise the Flag! Develop awareness and knowledge of angling**

- A marketing campaign, backed by new research, with new information on how and where to fish, targeting new audiences and promoting what angling can give people.

### **Objective 2**

**More is Merrier: Increase participation in angling**

- Reversing the decline in participation, and increase it by 2024, with more females, young people and BAME<sup>2</sup> communities taking part, to make angling more resilient for the future.

### **Objective 3**

**Fishing for Good: Develop social and health benefits through angling**

- An increase in people getting physically active through angling, development of angling health and inclusion projects and development of a angler volunteer programme.

### **Objective 4**

**A Blue-Green Future: Develop sustainable places to fish**

- More anglers getting involved in protecting and improving the environment, improving fish stocks, and developing accessible, community waters.

### **Objective 5**

**Value Added Catch: Increase angling's economic impact**

- A trade-backed market development plan delivered in partnership, new investment and a boost to angling trade and tourism to help rural and coastal communities.

### **Objective 6**

**Knowledge is Power: Understand angling data and evidence**

- A coordinated angling research programme to inform the strategy, stakeholders and trade and robust evaluation of the strategy's success.



## 1.3 The Context Today

### Contribution

Angling already makes a significant contribution to national strategic objectives in sport, the environment and the economy.

It **engages huge numbers of people** – estimated to involve around 900,000 fishing in freshwater in England and Wales and around 750,000 people who fish in the sea every year in the UK<sup>3</sup>.

It has **significant economic impact**: Sea angling had a total economic impact of £1.2bn, supporting 23,600 jobs in 2012; and freshwater angling in England in 2015 contributed £1.46 billion to the economy and supported 27,000 full-time equivalent jobs<sup>4</sup>.

The National Angling Survey in 2018 found that:

- **72%** of respondents said that it helped to **keep them healthy**, 62% saying angling was one of their ways of being physically active and 25% saying it was their main way of being active.
- **70%** said that angling helped them **de-stress**.
- **58%** of respondents would **access nature** less often or not at all if they did not go angling, 70% would visit **rural areas** less often and 22% would visit **coastal areas** less often.
- **57%** of those surveyed had been involved in **environmental improvement** volunteering, 24% of them at least once a month.

### Challenges

The circumstances for the delivery of the strategy are challenging.

There has been a decline in fishing licence<sup>5</sup> sales since 2010 and government restrictions have meant a decline in marketing and other funding of the sport.

The previous national angling strategy, *Fishing for Life*<sup>6</sup>, was not properly implemented, funded or assessed.

The Angling Trust has secured, for the next two years, £1.15m a year from the Environment Agency and £670,000 from Sport England to help angling's development. But delivery of *this* strategy, over five years, will require considerable additional resources.

There is a very uncertain economic and political context; high levels of inactivity amongst some sections of the population; decline in club membership; and an ageing population.

Angling is susceptible to environmental challenges more than other sports. It relies on a natural resource and infrastructure to take place and needs public sector support for this.

# 1.4 Implementation – Priority Actions

**To realise this opportunity and address these challenges, angling's principal national stakeholders have agreed to work together, more cooperatively, more effectively and more innovatively.**

**The immediate priorities are to:**

1. Work together to form new **National Angling Strategy Partnership Board** to bring key organisations together to ensure it is delivered.
2. Develop a **Delivery Plan** for the strategy with realistic targets, timelines, resources and performance indicators.
3. Collaboratively secure the **additional funding** required to deliver the strategy.
4. Effectively deliver and evaluate **existing programmes** that are funded, through the Environment Agency and Sport England and build these into the Delivery Plan.

**In doing this the National Angling Strategy Partnership Board:**

- Needs to **integrate** development of freshwater and sea angling recognising differences and commonalities.
- Must use new insight to raise angling's public **profile** to engage families, the young, females, lower socio-economic groups, disabled people and BAME audiences and make angling accessible and inclusive to all, physically and culturally.
- Needs to **recruit** new people to the sport, **retain** those that do take part and **re-engage** those it has lost.
- Needs to ensure anglers, fisheries, clubs and businesses **benefit** but also be more outward looking to ensure others benefit, too, demonstrating its impact.

Angling stakeholders will seek support from government and its agencies to help identify new sources of funding, protect fish stocks and deliver a world class recreational angling sector.

The strategy is ambitious about what can be achieved, but realistic that the outcomes will only be achieved if all organisations work together and additional resources are secured.

# 1.5 The development of the strategy

**The National Angling Strategy 2019-24 is the result of a long period of consultation and research, including the National Angling Survey 2018 which involved over 35,000 anglers.**

It embraces all aspects of angling – from sea to freshwater, from coarse to game – and is for all of those who fish recreationally in England. In Wales, National Resources Wales is developing its own strategy, which will have shared goals and objectives but reflect the differing resources and sport in Wales. Scotland and Northern Ireland have separate administrative systems.

The National Angling Strategy has involved all key angling stakeholders and has been funded by the Environment Agency using fishing licence income. It was researched and developed by research company, Substance in conjunction with others. It will involve many more organisations to deliver.

The strategy sits alongside some important strategic developments:

- **In fisheries:**

- A new Environment Agency Coarse Fish Strategy, existing Trout and Grayling strategy and Salmon Five Point Plan<sup>7</sup> seek to enhance freshwater fisheries.
- The Fisheries Bill seeks to create sustainable marine fisheries for the future, in which recreational sea angling is a key stakeholder.

- **In angling development:**

- An Environment Agency marketing campaign aims to increase participation.
- The Angling Trust will develop angling participation through the National Angling Strategic Services contract (2019-23) for the Environment Agency.
- Funding for the Angling Trust from Sport England will develop angling's core market (2019-21).

**The National Angling Strategy 2019-2024 is endorsed by:**

- The Environment Agency
- The Angling Trust
- The Canal and River Trust
- The Angling Trades Association (ATA)
- Get Hooked on Fishing (GHoF)

**It is supported by:**

- The Department for Environment, Food and Rural Affairs (Defra)
- Sport England



# Key Partners



**Environment Agency**  
To create better places for people and wildlife and support sustainable development, through fisheries: conservation, social value, economic value.



**Angling Trust**  
To develop the sport of angling from grass roots to elite performance, increase participation; and protect and develop fisheries and the rights of anglers.



**ATA/commerce**  
To create and develop demand to sustain and expand the market for angling goods and services, increase employment and expand angling participation.



**Sport England**  
That everyone in England, regardless of age, background or ability, feels able to take part in sport or physical activity.

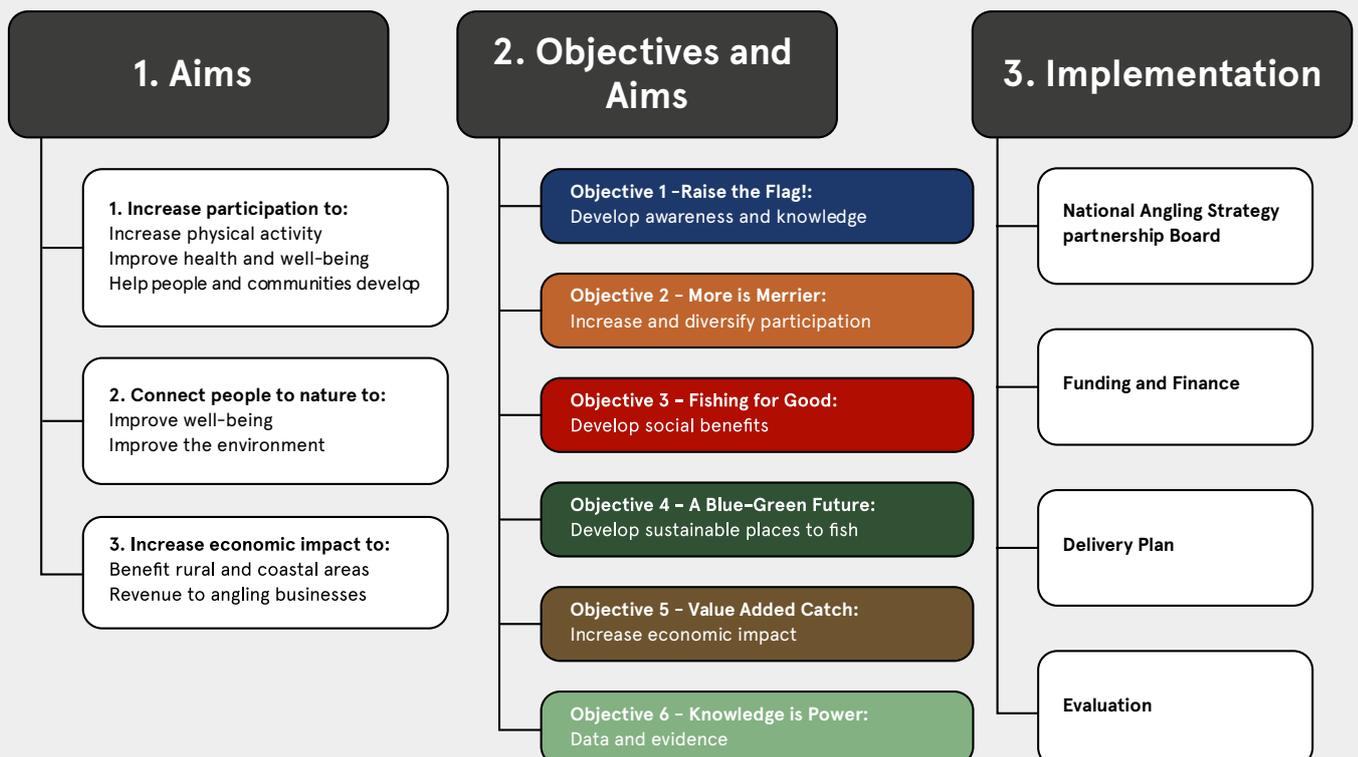


**Canal and River Trust**  
To support the sustainability of its fisheries and development of angling on its waterways, particularly in urban areas and increase the personal health and well-being benefits that can be delivered through angling.



**Get Hooked on Fishing**  
To create opportunities for young people and a brighter future for them, their families and local community.

# At a Glance



## **Raise the Flag!**

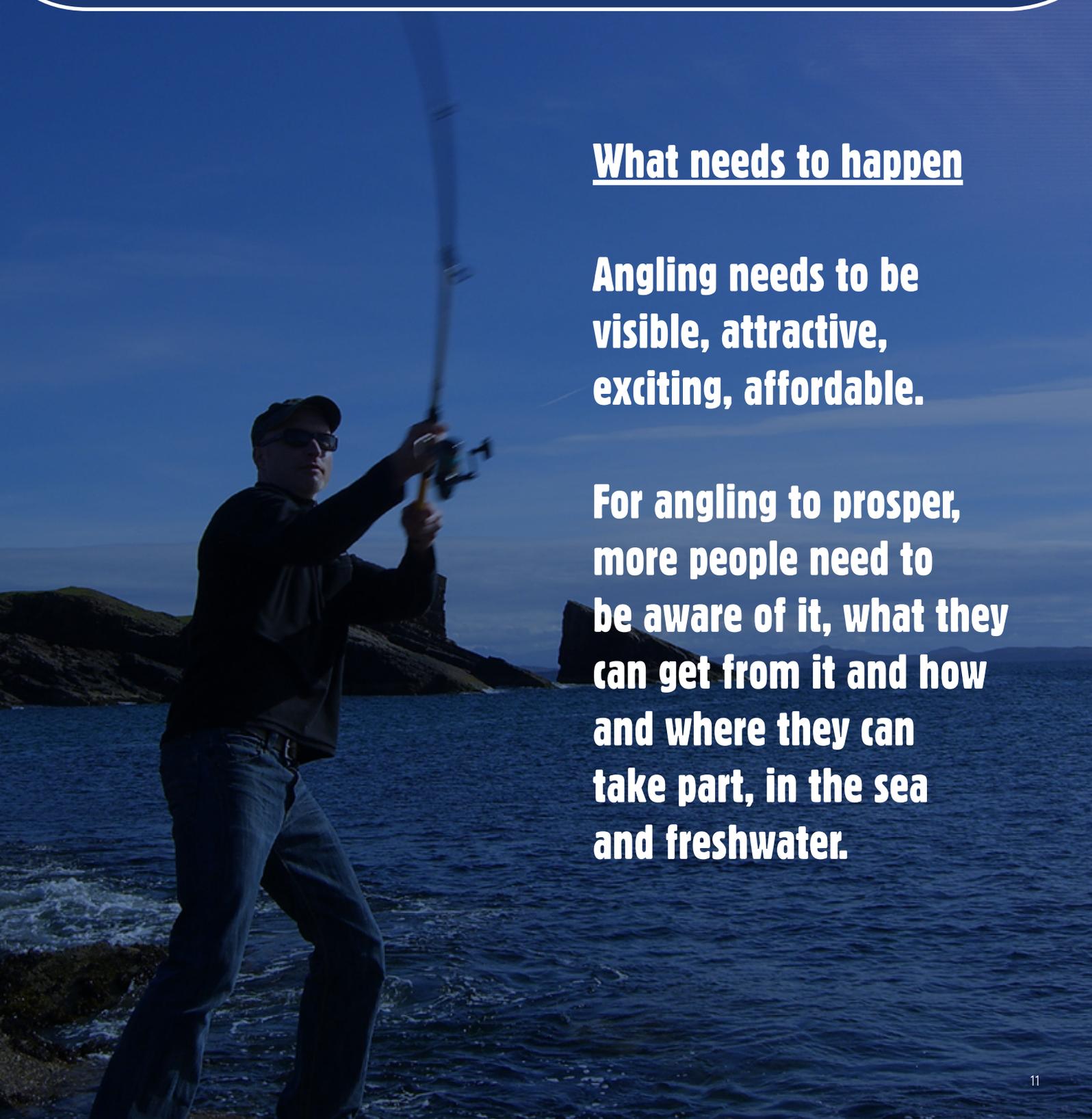
### **Objective One:**

**Develop awareness and knowledge of angling**

#### **What needs to happen**

**Angling needs to be visible, attractive, exciting, affordable.**

**For angling to prosper, more people need to be aware of it, what they can get from it and how and where they can take part, in the sea and freshwater.**



## → What We Know

Despite being an activity which millions of people do, angling often takes place away from public view. It rarely has major televised events, like football, is not an activity that you do as part of your day to day lives, like cycling and is not as visible in streets or parks, like running.

Angling is also a bit of a mystery to many people, appearing to have a myriad of different types of fishing, complicated regulations and baffling terminology. Whilst much of this is a misconception, at times, angling can be inward looking and fails to sell itself properly.

Despite a huge increase in the volume of information, there remains a lack of clear, easily accessible information *for the uninitiated* about how to do it and where to do it.

A key priority of the new strategy is:

- To understand those that are not involved - who they are, what they think about angling and how they can be engaged.
- To communicate with them about what angling has to offer.
- To tell them how they can take part and where they can do it.

This is *the* fundamental strategic task to increase and broaden participation.



## Evidence

Of those that have not fished, over **80%** have never even considered doing so<sup>8</sup>.

Over **50%** of anglers in the National Angling Survey 2018 said they did not know where to go to get information about where and how to do angling for those who might be interested in taking part.

Environment Agency research says targeting two parent families is likely to be the easiest market to increasing numbers<sup>9</sup> and utilising commercial radio will be the best channel.

Substance research for the Angling Trust said that not knowing where to go and how to do it was the biggest barrier for non-anglers interested in fishing<sup>10</sup> and to increasing frequency of anglers<sup>11</sup>.

Market research among non-anglers has been fundamental to the success of the Recreational Boating and Fishing Federation (RBFF) in the USA<sup>12</sup>.

## → What We Will Do

### 1. Conduct major marketing campaigns, informed by new insight, to raise awareness of angling and what it can give new audiences.

- New **market research** needs to extend knowledge about non-anglers, identifying the most interested audiences, the best marketing messages and enabling measures.
- A major **marketing campaign** is a priority but must be based on new insight and targeted to reach different audiences, for different types of angling. Utilising social media, digital marketing and partnerships with non-angling media outlets, this needs to sell angling as a healthy, outdoor activity for everyone, which the whole family can take part in and which is affordable, interesting and easy to do. This could be led by the angling trade, in partnership with other stakeholders and major media/commercial partners.

### 2. Develop state of the art information on how and where to do angling.

- Create a central 'go to' online resource for information on how and where to fish, building on and signposting good existing information and using open data. It should be designed for non-anglers; and create accessible, high quality materials explaining the basics of angling, different types and methods and what is needed to take part.
- Create comprehensive digital mapping of angling opportunities with online ticketing and signposting, including more regional 'passport' permit schemes and 'one stop shops' with information on accessibility.
- Produce print, podcasts, toolkits and apps to help individual anglers, coaches and clubs help others to develop the angling habit.
- Work with Sport England, OpenActive<sup>13</sup> and angling organisations to use open data to make angling opportunities easier to find and book.



## → What We Are Doing

### Market research

The Environment Agency conducts market research to help it reach non-anglers (notably young people and families) and utilises research on other sports, to inform targeting of parents and grandparents.

The Angling Trust and Substance have conducted insight research into lapsed anglers<sup>14</sup>; and there are a range of research projects on sea anglers<sup>15</sup>.

### Marketing

The Environment Agency Fishing Licence marketing campaign focuses on getting families fishing; and they are piloting and evaluating new approaches in 2019 with the Angling Trust.

The Angling Trust and partners will work with marketing teams in the angling trade to get more families to its 'Get Fishing events', along with the Canal and River Trust 'Let's Fish' campaign and Get Hooked on Fishing's Family Fishing campaign. Use of social media channels, follow-up emails and SMS information will provide pathways for participation.

Redevelopment of social media, paid digital marketing, website and video content is happening but limited by budgets.

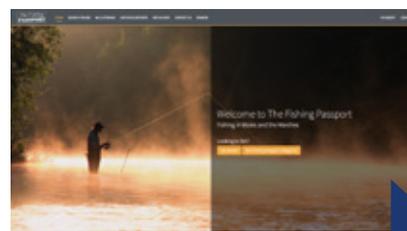
### Information

The Angling Trust's Get Into Fishing<sup>16</sup> and FishingInfo<sup>17</sup>, the Canal and River Trust's fishery information<sup>18</sup> and other regional/local sites provide information about where to fish but these are almost certainly not well known to non-anglers. Merlin Unwin with the Angling Trust is publishing a 'how and where to fish' resource Get Fishing.

## Good Practice



Fishing in Holland is a great example of how sea and freshwater fishing information can be provided in a 'one stop shop' for visitors. This provides filterable, map-based information on destinations, suppliers, fishing spots and guides; and a single 'VISPAS' licence covering all fishing making it very easy for newcomers to get fishing. [www.fishinginholland.nl/english/map.html](http://www.fishinginholland.nl/english/map.html)



The Fishing Passport brings together numerous land and fishing rights owners into a centralised scheme allowing identification of river fishing locations, online permits; and information on beats, tactics and river conditions. [www.fishingpassport.co.uk](http://www.fishingpassport.co.uk)



The **Recreational Boating and Fishing Federation** in the US partnered with Fishbrain to develop a map based guide to where to fish and boat: [www.takemefishing.org/where-to-fish-and-boat/](http://www.takemefishing.org/where-to-fish-and-boat/)

## What additional resources can deliver

If significant additional funding, investment and resources can be found, the following can be delivered:

Major market research on potential angling audiences.

A large scale marketing campaign, lead and resourced by the angling trade in partnership with other major stakeholders and media partners.

Immediate partnership work to publicise existing 'how and where to fish' information.

A 'state of the art' central digital communications resource on how and where to fish.

Promotion of sea angling opportunities, which has been under-resourced to date.

**If resources are secured, these will be the indicators of success<sup>19</sup>**



**More is Merrier.**

**Objective Two:**

**Increase participation  
in angling**

**What needs to happen**

**Make it simple to recruit,  
retain and re-engage  
anglers.**

**Angling needs to reverse  
declines in participation and  
grow its numbers to deliver  
more benefits to society and  
to angling. It must: recruit  
new people and broaden its  
appeal; retain anglers and  
increase their participation;  
and re-engage those who  
used to take part.**



## → What We Know

Fishing licence sales data suggest that participation in freshwater angling has been declining, from about 1.2m in 2010 to 8-900,000 in 2019<sup>20</sup>. The profile of people who do take part is overwhelmingly male, older and white, with declining numbers of juniors.

A significant proportion of people who take part one year, do not do so the next. Even those in angling's core market lapse, due to lack of time, convenience and fishing quality<sup>21</sup>.

For angling to prosper and deliver benefits, it needs to bring in new people, change the demographic profile, retain people who do take part and re-engage those that have lapsed. This requires both a reassessment of what works and development of new approaches and partnerships. Angling must be more inclusive, particularly of females.

Development has traditionally focused on freshwater angling due to funding, but sea angling needs to be an *integral part* of increasing angling participation and needs funding to do this.

There are some significant challenges. Additional investment is required at a time when some sources of income (fishing licence revenue, some government funding) are declining. It needs a better understanding of converting introductions to regular participation.



## Evidence



In the 2018 National Angling Survey, **38% of respondents were 65 or older; 97% were male; and 95% were white.**

Although angling engages people from all backgrounds, it does not engage some sections of the population as much as it should: young people, females and BAME communities.



The Environment Agency estimate an annual 'churn' of **30% of licence holders. 35% of respondents in the National Angling Survey fished less often in the last year** and the main reason was lack of time.



The Angling Trades Association estimates that there is a need for **30,000 new anglers to take up the sport annually** just to maintain current participation levels<sup>22</sup>.

30,000

People who go angling do so as part of a wider outdoor recreation 'portfolio' – **48% of anglers surveyed in 2018 also went walking/hiking; and 27% also did wildlife related activities.**



Angling attracts disabled people – **18.6% of survey respondents said they had a disability** but they said more needs to be done to make it accessible.

18.6%

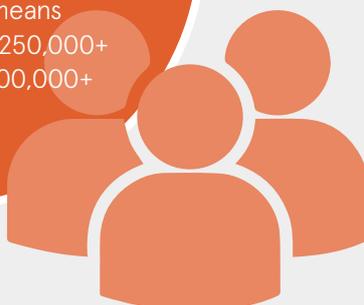


There needs to be better evidence to demonstrate **effective pathways from introductory/taster sessions to regular angling.** Angling development work needs to be better informed by this.

The potential market is huge: **31% of National Angling Survey respondents knew young people** interested in doing angling and **35% knew adult friends or family** interested. Extrapolated from c.900,000 licence holders, means a potential market of 250,000+ young people and 300,000+ adults.



The UK experience stands in contrast to examples elsewhere. In the US, **45% of new recruits to angling are female**<sup>23</sup>, although some notable differences exist in culture and practice.



## → What We Will Do

### 1. Recruit new people into angling

There is a need to increase the numbers of people taking up angling across the board to reverse declines and then increase participant numbers. There is a need to:

- Continue improving the delivery and content of **taster sessions**, informed by evidence of what works.
- Create better pathways to **repeat participation**, recognising industry guidance that it takes four or more sessions to 'become an angler'.
- Build **club capacity** and create **new local organisations** embedded in communities.
- Train new **coaches** and re-engage 'lapsed coaches', alongside supporting **peer to peer** adult recruitment to get the 'reach' required. Equip people with online guidance, marketing, tools, materials, information and incentives.
- Utilise trained **volunteers**, including **youth peer** volunteers, to support delivery.
- Explore how **fishing licence holders** can introduce those without a licence.
- Provide fishing **local** to where people live - canals, coastal towns and urban waters.
- Provide fishing that **takes less time**, such as lure fishing.
- Provide angling along with **other activities** - e.g. walking, cycling, wildlife, outdoor leisure, holiday camps - and work more closely with the outdoor recreation industry.



## → What We Will Do

### **2. Recruit a wider cross section of society to get involved in angling.**

There is a need to engage more young people, more females, those from BAME communities, lower socio-economic groups and disabled people. For each audience, there is a need for better market research and targeted delivery. Activities should include:

#### **Juniors:**

- Develop work with schools and youth organisations.
- Embed angling development and peer coaching in youth inclusion projects.
- Consider issuing all juniors a licence post-event and allowing their retention.

#### **Women and girls:**

- Further develop marketing to women and girls as part of the 'This Girl Can' Sport England programme which successfully markets sport to females<sup>24</sup>.
- Promote angling as an active outdoor sport for women and girls.
- Provide suitable facilities.

#### **Families:**

- Use new marketing and online peer recommendations to reach families, showing it to be easy and fun.
- Provide days out that are easy to identify and do<sup>25</sup>(e.g. at activity centres).
- Provide angling at seaside, canal/river festivals or community festivals.

#### **BAME communities:**

- Develop angling opportunities in areas of high BAME populations, with local coaches, facilities and events, for example on canal networks.
- Develop the representation and profile of BAME communities in angling.

#### **Lower socio-economic groups:**

- Develop clubs as angling hubs in urban areas providing an affordable activity.
- Build on projects such as the Canal and River Trust's Community Roots<sup>26</sup>.
- Engage groups through community waters (see Objective 4).

#### **Disabled people:**

- Building on work by the British Disabled Angling Association (BDAA) delivering better online information and directories.
- Work with disability charities to develop coaching and guidance for a range of disability types (e.g. deafness, stroke sufferers, learning difficulties).
- Make local fishing facilities more accessible with better pegs, piers and paths.



## → What We Will Do

### 3. Retain people who already take part

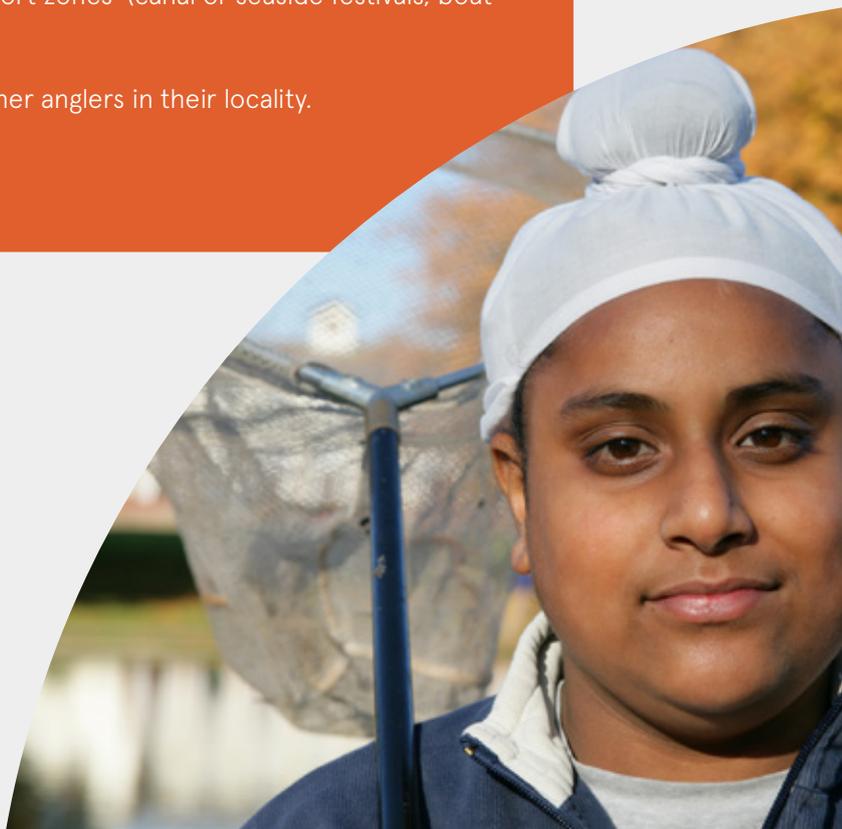
There is a need to retain current anglers and maintain and increase participation rates, ensuring they can fish easily. This should address barriers to fishing regularly, through:

- Local venues for fishing (see Objective 4).
- Short sessions, close to homes and workplaces e.g. freshwater/sea lure fishing.
- Ensuring that recreational angling is part of management and decision making for sustainable fish stocks, including in the sea
- Connecting anglers to groups and individuals locally to develop support networks.
- Using informal and formal competition to keep participants engaged, including established championships and new forms such as 'street fishing'.

### 4. Re-engage 'lapsed anglers'

Address high rates of 'churn' in participation by tackling the causes (time, convenience, information, someone to go with and fishing quality). Work should include:

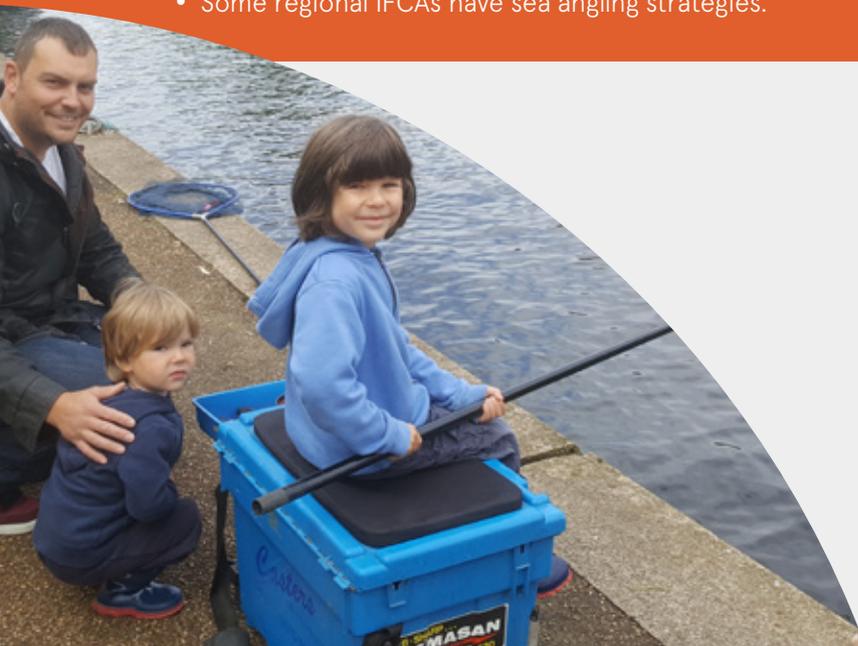
- Research with lapsed anglers to identify how to re-engage them, including analysis of Environment Agency fishing licence data and angling participation event data.
- Family fishing events to attract lapsed adults with their children.
- Help for clubs and other organisations engage lapsed anglers at non-angling events outside of traditional 'comfort zones' (canal or seaside festivals, boat shows etc.).
- Help connect lapsed anglers to other anglers in their locality.



## → What We Are Doing

Some work is planned to help meet these needs over the first two years of the strategy:

- The Angling Trust will deliver targeted programmes funded through fishing licences to get more people fishing: The Get Fishing Campaign for families, juniors and lapsed anglers; Let's Fish with the Canal and River Trust providing coaching and pathways to clubs; and Family Fishing introduction and signposting sessions with Get Hooked on Fishing. It aims to reach 36,000 people annually, including 19,000 juniors.
- The Environment Agency has conducted research into non-angler audiences and has developed promotion to encourage families and juniors to fish.
- The Angling Trust and Canal and River Trust are delivering venue-specific CPD<sup>27</sup>
- Work is planned to provide better starter kits, trade partnerships and 'street fishing'.
- The Angling Trust's core market work funded by Sport England includes Club and Fishery Development targeting older age groups, Let's Go Family Fishing, and competition development, with specific diversity targets focusing on engaging those with a disability and those from lower socio-economic groups.
- The BDAA has a developing online directory of accessible fisheries.
- Some regional IFCA's have sea angling strategies.



## Good Practice



The RBFF in the US prioritised attracting females and Hispanic communities to angling with market research, bespoke marketing, outreach and education strategies. This included the development of a Hispanic toolkit<sup>28</sup> and the Making Waves campaign to attract women to angling,<sup>29</sup> resulting in 45% of new licence holders being female.



Angling Trust post-event surveys suggested that over 80% of those that attended had been fishing

again since; and 83% agreed or strongly agreed that they wanted to take up fishing<sup>30</sup>.



The Canal and River Trust Let's Fish programme has 12 Lets Fish principles, including 'bring the fisheries to

the people' and 'have a minimum 30 minute sessions'<sup>31</sup> and provides coach upskilling<sup>32</sup>.



The Angling Trust Building Bridges projects helps to educate and integrate migrant anglers<sup>33</sup>.

## What additional resources can deliver

If additional funding, investment and resources can be found, the following can be delivered:

Work to reach new audiences, beyond those targeted in existing funding, with a priority to increase female, young and BAME participation.

Capacity building of clubs and coaches and enable cascaded, peer-to-peer recruitment and partnerships with other outdoor recreation providers.

Address the gap in funding for sea angling participation and development work, including through provisions in the Fisheries Bill and better partnerships between recreational sea anglers and IFCA's.

Involve anglers to improve stocks, for example through citizen science.

Help to develop other community formations and groups to deliver angling.

## If resources are secured, these will be the indicators of success

—  
01  
End of year 1  
—

Measurement of successful pathways from taster to regular angling.

—  
02  
End of year 2  
—

Reverse the decline in fishing licence sales.

—  
03  
End of year 5  
—

Increase numbers by the end of the strategy (from a 2019/20 baseline).

—  
04  
End of year 5  
—

A 10% increase in the proportion of anglers who are female.



## Fishing for Good

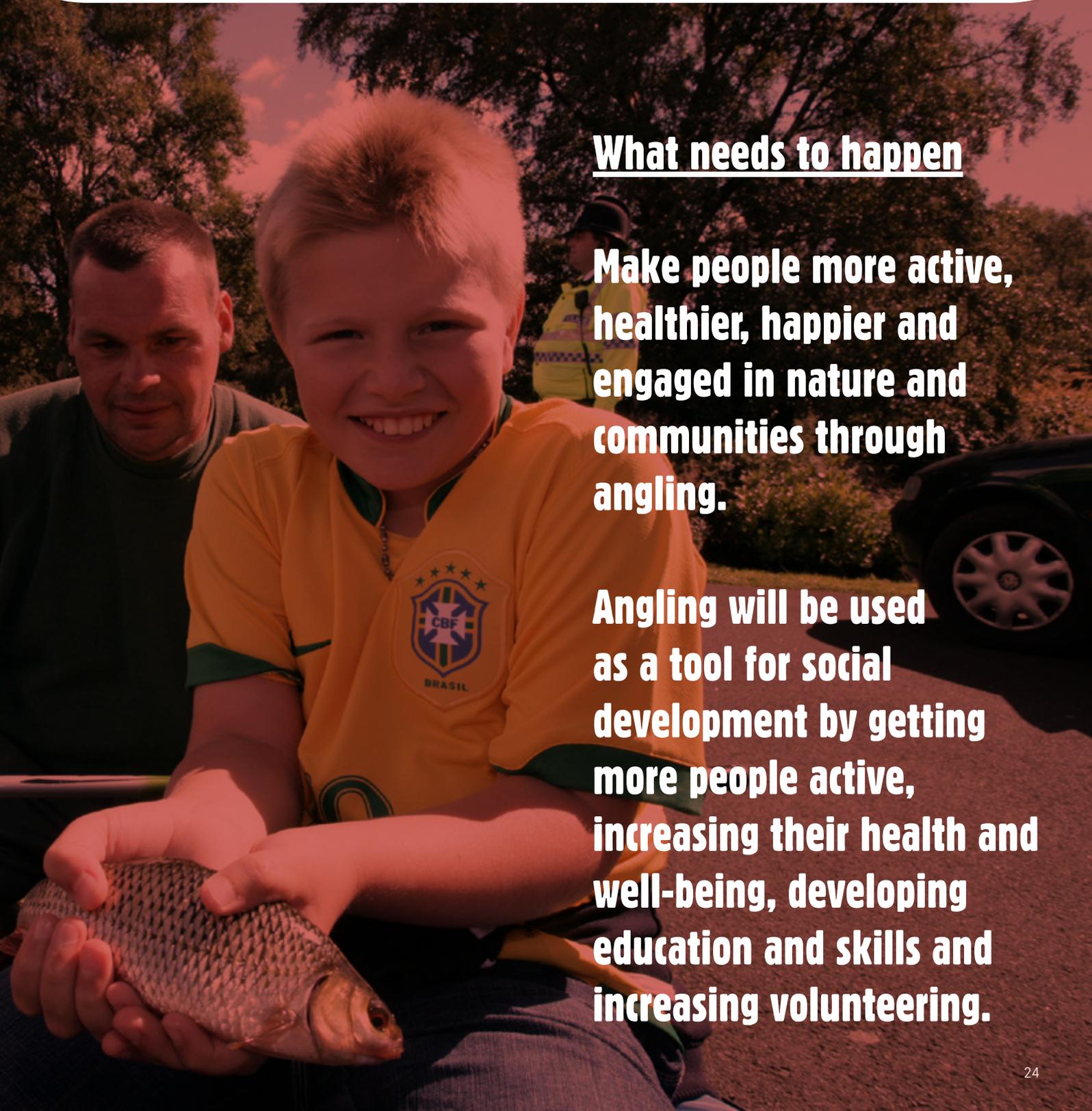
## Objective Three:

**Develop social benefits  
through angling**

### What needs to happen

**Make people more active,  
healthier, happier and  
engaged in nature and  
communities through  
angling.**

**Angling will be used  
as a tool for social  
development by getting  
more people active,  
increasing their health and  
well-being, developing  
education and skills and  
increasing volunteering.**



## → What We Know

Angling has been proven to deliver significant personal benefits that can help address important issues in society<sup>34</sup>. But more can be done to ensure more people benefit.

Getting inactive people active and increasing activity generally is a government and Sport England priority to improve health and well being<sup>35</sup>. Angling offers a full range of physical activity and can be a gateway from inactivity to 'get on the ladder' of outdoor activity<sup>36</sup>.

Angling provides a way to relax, de-stress and 'get away from things', making a significant contribution to their well-being<sup>37</sup> which can be its most important aspect for many anglers. Getting more people to access the natural environment is a Government priority in the *25 Year Environment Plan*<sup>38</sup> to improve health and well-being and the environment.

Angling provides skill development and knowledge of the natural environment. It has been successfully used to engage young people in education and combat risks of crime and drugs by many youth angling charities<sup>39</sup>, although some services have been affected by cuts.

Many anglers volunteer and make contributions to their clubs, fisheries and local communities. However, more can be done to coordinate, develop and increase this contribution, also helping anglers become more involved with their communities.



## Evidence

The 2018 National Angling Survey found that:

51.7% said that their fishing usually involved **moderate physical activity** and 11.6% said that it involved high intensity activity.

72% agreed or strongly agreed that angling helped **keep them healthy**.

70.1% said that angling helped them **de-stress**; 37% said that it was their main way to relax; and **54.1%** said that their most recent angling trip helped them de-stress 'a lot'.

51.2% said that they would **access nature less often** if they did not go angling.

70.1% said that they visited **rural areas** they otherwise would not if they did not fish.

22.3% said they visited **coastal areas** they otherwise would not if they did not fish.

68% had been involved in voluntary activity related to angling in the preceding 12 months.

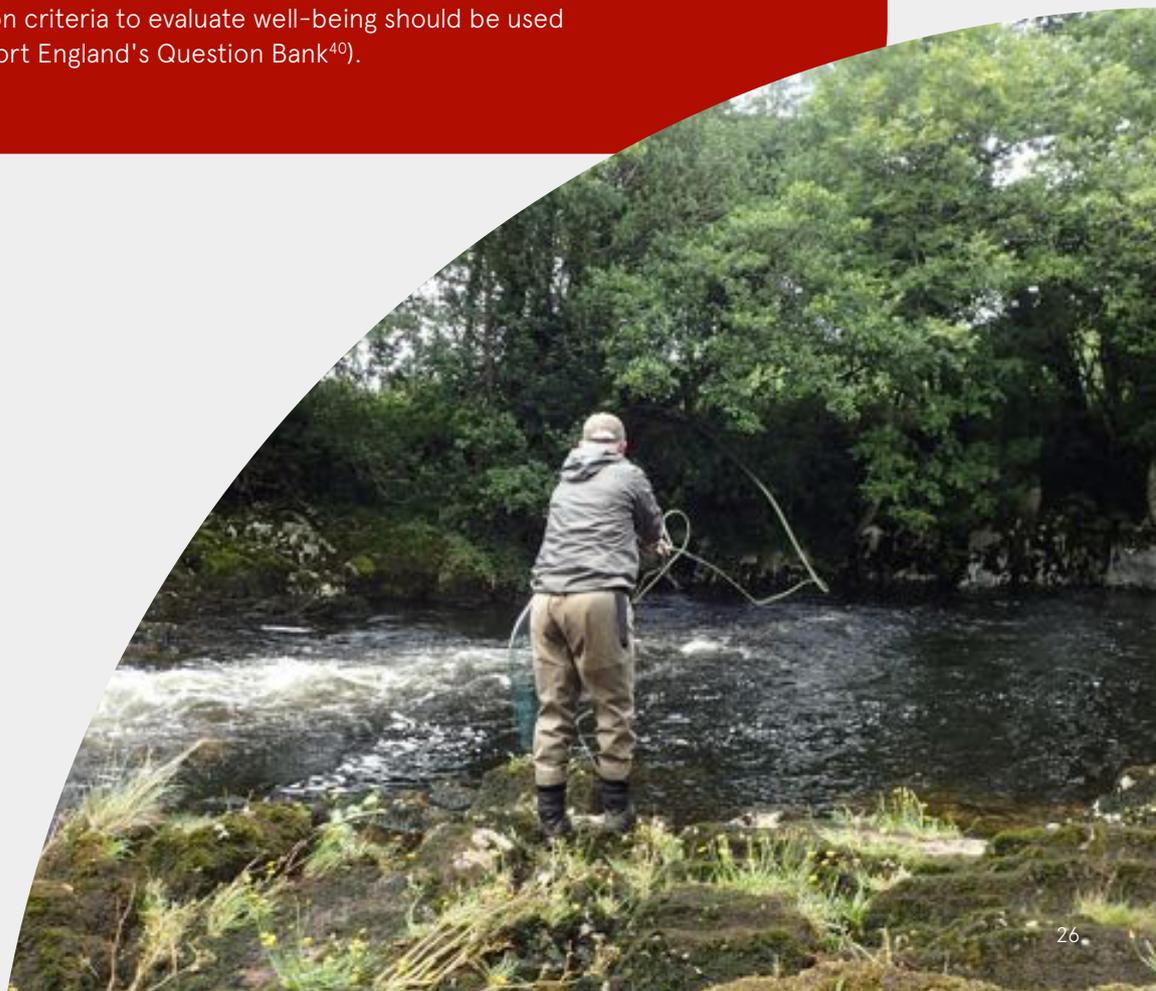
## → What We Will Do

### 1. Get inactive people involved in angling to get them active.

- Angling bodies should explore how angling can be a part of Sport England work to get inactive people active.
- Retention and club development programmes should get existing anglers more active, such as through walking or new, more active forms of angling.
- Opportunities to do angling within outdoor recreation offers should be developed.

### 2. Generate more health and well-being benefits through angling.

- Angling for health projects should be piloted to evidence impact and develop best practice.
- Partnerships should be developed with mental health charities to create angling opportunities for those they work with.
- Models should be created for delivering angling as an option for GP social prescribing; and to work with agencies such as the Stroke Association, Age UK etc.
- Common criteria to evaluate well-being should be used (e.g. Sport England's Question Bank<sup>40</sup>).



## → What We Will Do

### 3. Develop a more coordinated programme to engage young people in education through angling.

- Expand the delivery of CAST training and similar certified courses.
- Develop more schools' programmes and work with youth organisations.
- Create education funding partnerships.
- Work with youth inclusion and sports agencies and programmes.

### 4. Develop a coordinated Angler Volunteer Programme to:

- Signpost anglers to volunteering opportunities and address barriers.
- Help increase club capacity so they can recruit, organise and train volunteers.
- Improve volunteer skills to help clubs and community organisations deliver angling (administration, digital media and membership); deliver coaching and event support; and provide young people with confidence, experience and responsibility.
- Improve links and involvement with river, fishery and marine protection agencies, including IFCA's and river trusts.
- Extend the Volunteer Bailiff programme involving anglers in protecting fisheries.



## → What We Are Doing

The Angling Trust has funding from the Environment Agency and Sport England to get more people active through developing participation. Some of this work focuses on physical activity (e.g. competition development to help people to be active later in life).

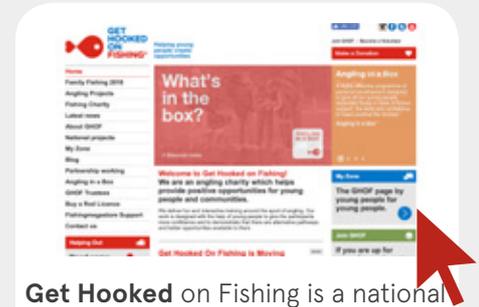
The Angling Trust will be working with the University of Essex to supporting the iCARP programme researching the effectiveness of using angling to address mental health issues. The University of Derby are planning research into angling and well being in with Substance.

GHoF will deliver social inclusion programmes to engage 5,500 people per year over the next two years focusing on socially excluded, BAME communities, disabled groups, women and girls. It engages hundreds of volunteers, developing peer mentors as young leaders. A range of other charities deliver 'angling for social benefit' projects, including Casting for Recovery, Dreamstore, Fishing for Schools, Angling Projects and others.

The Canal and River Trust engages thousands of volunteers in improving waterways and should market opportunities to angling clubs more widely. Its Let's Fish programme includes significant volunteer time to reach 5,000 participants with bespoke canal fishing guidance.

The Angling Trust and Environment Agency Volunteer Bailiff Scheme has been successful in creating a workforce of volunteer bailiffs. It is planned that this continues over the next two years, but funding is limited and doesn't currently allow a large expansion of the programme.

## Good Practice



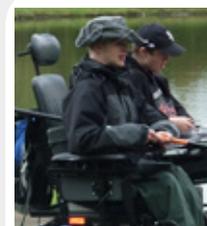
**Get Hooked** on Fishing is a national angling charity delivering at six projects in low socio-economic areas offering easily accessible opportunities to angling at venues. They work with under-represented groups and those in danger of social exclusion, the elderly and disabled, BAME communities and women and girls. Delivery is designed to address barriers to fishing.

[www.ghof.org.uk](http://www.ghof.org.uk)



The **Canal and River Trust** engages thousands of families through its Let's Fish programme,

which delivers easy-to-access canal and stillwater fishing close to population centres. It has many examples of helping young people, those with health problems<sup>41</sup>, and those in urban areas<sup>42</sup>.



The **British Disabled Anglers Association** (BDAA)<sup>43</sup> creates opportunities for disabled people of all ages and

abilities to access angling. Its work includes advice and best practice for improving access and facilities, disability awareness, bespoke equipment and an accessible fisheries directory.

## What additional resources can deliver

If significant additional funding, investment and resources can be found, the following can be delivered:

More specifically-targeted health and well being projects.

A nationwide approach to angling for health, based on pilots to demonstrate impact.

Increasing education and skills projects to realise potential in these areas.

An Angler Volunteer Programme developed with the Rivers Trust, Wild Trout Trust, Salmon and Trout Conservation UK, IFCA's and clubs.

More robust evaluation to demonstrate impact and inform practice.

## If resources are secured, these will be the indicators of success

—  
01  
End of year 1  
—  
Ways to measure  
Increases in  
activity levels of  
anglers.

—  
02  
End of year 1  
—  
First pilot of  
angling for health  
programme.

—  
03  
End of year 2  
—  
Volunteer  
programme in  
place.

—  
04  
End of year 2  
—  
20,000 young  
people engaged  
(based on NASS2  
targets).

—  
05  
End of year 5  
—  
An additional  
40,000 young  
people engaged.



## A Blue-Green Future

## Objective Four:

### Develop Sustainable Places to Fish

#### What needs to happen

**Develop fisheries that are local, environmentally healthy and accessible.**

**Anglers need to be more involved in creating healthy, sustainable fishery environments that are close to where people live and accessible for all. Government and its agencies need work with partners to tackle environmental problems and improve sea and freshwater fish stocks.**

## → What We Know

Being in a beautiful, natural environment is one of the biggest motivators for anglers. Places to fish near where people live is important to encourage them and address their lack of time.

Places to fish need to be accessible to all, including disabled, older and less mobile anglers. They need to have facilities that for all people to take part, such as car parking, toilets, pegs, paths and piers. Improvements to fisheries provide benefits to anglers and non-anglers alike.

Canals, ponds and sea fronts offer great green-blue spaces in urban environments. Angling helps maintain spaces in wilder rural and coastal areas. Anglers already contribute to the environment but there is an appetite to do more.

It is vital for angling that there are fish to catch. Fishery resources are the infrastructure for the sport to take place, like roads are for cycling, or pathways are for running. In wild fisheries (sea and freshwater) more needs to be done to protect fish stocks to encourage angling.

Angling needs to be more involved in developing community assets with others in their locality. Development of community owned waters and piers can help embed angling within communities access resources and help install a sense of ownership and inclusion<sup>44</sup>.



## Evidence

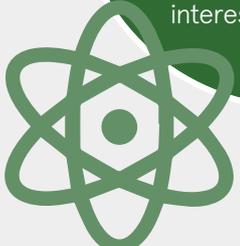
The 2018 National Angling Survey found that:



**41%** of respondents said the **quality of the environment** was the **most important aspect** of angling.



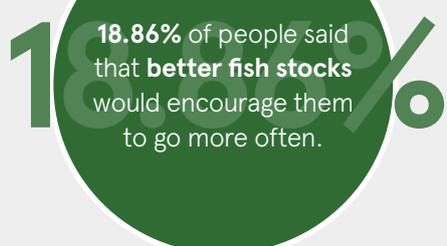
**Catching a fish** for the first time was cited as **most important** to engage non-anglers.



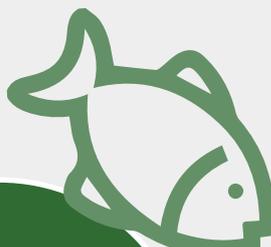
**24%** said that they got involved in **environmental improvement** monthly and **36%** did so every few months. **49%** would get involved in the future and **45%** were interested in scientific projects.



**75%** of **disabled** anglers surveyed said that a lack of adequate parking was a barrier; and **poor physical access** was a barrier for another **68%**.



**18.86%** of people said that **better fish stocks** would encourage them to go more often.



To encourage people to go angling more often **having better fish stocks** and more **fishing** available **locally** scored higher than any other factors.



Canal and River Trust says **8m people live 1km** from a canal, providing urban angling opportunities. Increasing community ownership of assets has meant lots of local venues have been saved and developed, including sports venues<sup>45</sup>. However, there are only a handful of these that involve water<sup>46</sup>.



**74%** had seen litter or angling debris in the last **12 months**.



**Sea anglers** surveyed said that **improvements** to access to piers, sea fronts and paths to marks was most important in getting them to go more often.



**Lack of time** was the biggest factor affecting those that went less often.

## → What We Will Do

### **1. Involve anglers more in developing beautiful, sustainable places to fish through improving the natural habitat and fish populations by:**

- Increasing angler engagement in environmental improvement with The Rivers Trust, Wild Trout Trust, Salmon and Trout Conservation UK, IFCAs and others.
- Developing an Angler Volunteer Programme increasing environmental volunteering.
- Increasing angler involvement in citizen science, for example, the Riverfly Partnership, Institute of Fisheries Management (IFM) and sea angler catch diaries.
- Promoting litter reduction (Angling Trust's 'Take 5' scheme , Canal and River Trust's Let's Fish litter collection) and recycling (Anglers National Line Recycling Scheme<sup>48</sup>).

### **2. Develop better partnerships to improve fisheries and increase fish numbers, in marine and freshwater habitats:**

- Help the efforts of the Environment Agency, in partnership with angling and fishery partners, to improve the freshwater habitat.
- Improve marine fishery management to protect fish stocks, particularly in-shore, coastal waters, through partnerships with government and local government and IFCAs.



## → What We Will Do

### 3. Develop facilities making angling easier to do, closer to where people live and more accessible.

- Improve canal networks to be more accessible and safer: improving towpaths, enabling multi-use, habitat improvement, waste reduction, better lighting and pegs.
- Make sea angling easier by improving piers, sea fronts, and coastal paths.
- Improve car parking near fishing venues, such as shared 'out of hours' parking schemes with schools/workplaces or designated angler spaces in public car parks.
- Ensure fishery developments meet the minimum standards of disabled provision<sup>49</sup>.
- Provide or create access to toilets for people when fishing – whether through direct provision or partnerships with local facilities (sports centres, pubs, cafes etc.)

### 4. Develop the potential of community places to fish.

Anglers need to be more involved in the ownership and development of 'community waters' that are embedded with communities and non-angling community organisations.

- Approach agencies supporting community assets (Sport England, Power to Change, Plunkett Foundation, Locality, Local Government Association and others<sup>50</sup>) to see how community assets and businesses can be developed more widely within angling.
- Explore how social finance, community shares and crowdfunding might help and publicise existing support and guidance to angling clubs and fisheries.
- Develop good practice guides for developing community waters.
- Work on ponds, lakes and beaches to improve habitats, stocks and litter reduction.
- Develop the potential for community owned fisheries in rural and coastal areas.



## → What We Are Doing

The Fisheries Improvement Programme (FIP)<sup>51</sup> will help provide platforms, pegs and pathways, including for the less able bodied; develop community/urban fisheries and habitat; and deliver benefits for anglers. The Environment Agency has developed a coarse fish strategy and a has a trout and grayling strategy to help improve fish stocks.

Angling Trust has Sport England funding (2019-21) for club and fishery development through two part time development officers and will have some, though reduced, funding from the Environment Agency to help tackle invasive species and predation.

Work is underway to secure government funding for sea angling development work, as part of the Fisheries Bill, to help develop sea angling and improve access to it

## Good Practice



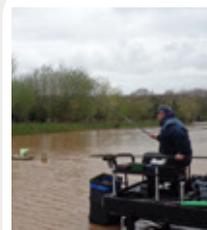
**The Rivers Trust** represents 60 rivers trusts working with anglers, clubs and others. In

2017/18 it delivered 452 projects, with 14,000 volunteers, creating 2,835 hectares of new habitat and removed 94 fish migration barriers. For every £1 invested, £6.50 of non-governmental funding was secured.<sup>52</sup>



**The Anglers National Line Recycling Scheme<sup>53</sup>** is a volunteer led organisation that provides ways for

anglers to recycle monofilament and braided line helping reduce plastic waste from anglers.



**Fir Tree Fishery<sup>55</sup>** is a Community Interest Company (CIC) created in 2011 enabling them

to access Sport England facility funding transforming provision with 40 specialist coaching pegs allowing disabled anglers to work in groups and local partnerships with NEET and adult education groups.



**Get Hooked on Fishing, Northala Fields, Ealing** was created in 2008 from turning waste from

Wembley Stadium into a new park. It created habitats for wildlife and recreation and is managed by Get Hooked on Fishing and the council delivering youth and family fishing.

**The Wild Trout Trust<sup>54</sup>** provides expert advice and practical project delivery to improve habitat for trout.

Volunteer anglers help give people skills to improve waters for the benefit of trout and wildlife.



## What additional resources can deliver

If additional resources and investment are secured, the following can be delivered:

Expand the FIP to reverse recent reductions in funding.

Better partnerships between angling, Defra, IFCAs, IFM and the Environment Agency to review and improve fishery management to deliver improvements in fisheries.

Support for the development of community waters and environmental improvements.

Work with fishery charities to identify funding to improve habitat and stocks.

Develop community waters to increase wider community benefits.

## If resources are secured, these will be the indicators of success

01  
End of year 2

Measured increase in anglers involved in environmental improvement work.

02  
End of year 3

More canals and urban waters managed by responsible community groups and clubs.

03  
End of year 3

New 'exemplar' community waters, owned and managed by communities.

04  
End of year 3

Sea angling involved in marine management; a fall in freshwater bodies failing the Water Framework Directive.



## Value Added Catch

## Objective Five:

### Increase Angling's Economic Impact

#### What needs to happen

Angling will deliver a greater economic impact, be more financially sustainable, and deliver additional value to the UK economy, rural and coastal communities.

There needs to be investment supporting long term growth in the angling sector to support the development of the market, increase income for angling businesses to enable more sustainable development and boost angling tourism in rural and coastal areas.



## → What We Know

Angling has a significant economic impact in the UK economy generated through the tackle trade, fishery development, and spending (travel, accommodation and visits/tourism).

Increasing the numbers of anglers will increase its economic impact and income to the sport to re-invest in its development.

A specific economic contribution angling makes is in redistributing leisure spending to rural and coastal areas, through angling tourism and visits. The development of sea angling tourism in particular should be part of attempts to help coastal communities.

Increased investment into angling to help match fund grant and other finance; and there is some support from anglers for new forms of voluntary funding.

The angling business sector needs to be better represented and work is currently underway to revitalise the Angling Trades Association (ATA), which needs to be more representative of the sector as a whole and more active in lobbying and development work.

## Evidence



A recent Environment Agency report on freshwater angling in England shows that it contributed **£1.46 billion to the economy and supported 27,000 full-time equivalent jobs** in 2015.<sup>56</sup>



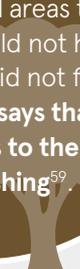
It was estimated that in 2012, **sea angling in England involved £831m direct spending** a year, with a total economic impact of **£1.2bn**, supporting **23,600 jobs**.<sup>57</sup>



Some studies show angling tourism to be of **benefit** to remote, rural communities; and concentrations of angling services (e.g. a sea angling charter fleet) benefit local areas more. A study of angling tourism on the Broads found **18.4% of 8.1m visitors in 2014 went fishing spending £91-£100m**.<sup>58</sup>



National Angling Survey 2018 respondents showed varying levels of support for new forms of finance for angling development: central government (**60% support**); tackle trade investment (**52.6%**); plastic bag tax (**50.1%**); sea angling licence (**32.5%**); angler donations on licence sales (**29%**); voluntary payments on tackle sales (**16%**).



**70% of anglers** said that they visited rural areas and **23% said that they visited coastal** areas they otherwise would not have done if they did not fish. **VisitBritain** says that **115,000 visits to the UK involve fishing**.<sup>59</sup>



## → What We Will Do

### **1. Involve the angling trade more in angling's development to increase its economic impact.**

- The angling trade can be more centrally involved in the development of angling, marketing the sport and creating a future market.
- The trade can come together to be better organised, better represented and centrally involved in financing and delivery of this strategy.

### **2. Involve commercial fisheries and clubs in angling participation development.**

Anglers need to be more involved in the ownership and development of 'community waters' that are embedded with communities and non-angling community organisations.

- Where capacity allows, commercial fisheries could be more engaged in creating local, affordable places for young people and families to fish.
- Helping clubs and fisheries to grow has economic benefits – for clubs, fisheries, licences and localised angler spend.

### **3. Support small angling businesses.**

- Small angling businesses, particularly tackle shops and charter boats, are economically important in their area and as hubs for angling activity.
- There is a need to create better online awareness of information about tackle shops and charter boats. Ideas such as a national 'tackle voucher' scheme for shops (akin to book tokens) should be explored.
- Upskilling tackle outlet staff to provide more information, particularly to new anglers can help promote the sport.
- Feasibility should be undertaken on creating apprenticeships in angling businesses.
- The Angling Trust should engage with Maritime 2050<sup>60</sup> to develop workforce opportunities in angling.



## → What We Will Do

### 4. Develop angling tourism.

- Angling strategy partners, with the support of government, need to engage with tourism agencies to promote angling tourism especially in rural and coastal locations. Pilot areas should be identified to test the promotion of local angling opportunities, angling/accommodation packages and links with other outdoor recreation providers.
- In sea angling, tourism outlets should be trained to promote services such as charters; and in freshwater angling more passport schemes should be developed.
- Fishing events, festivals and competitions, can drive economic benefits to rural and coastal areas – and organisers should help maximise this.

### 2. Develop feasibility of voluntary investment into angling development.

- Conduct feasibility into an angling plastic bag tax, voluntary payments on tackle sales and/or licence sales; and other approaches to help fund angling development.



## → What We Are Doing

Under new leadership, the Angling Trades Association, the representative body for angling trades, wants to change direction, increase membership to be more representative, increase revenue and approve a Market Development Plan. The Angling Trust, the ATA and others are seeking to build a more collaborative and constructive partnership for angling.

Defra is working with the Angling Trust and others to explore how sea angling can be developed to create greater economic benefit in coastal areas.

The Canal and River Trust and Angling Trust are working with clubs and fisheries to help them increase capacity, deliver taster and family sessions and develop.

## Good Practice



The Bexhill Festival of the Sea is a weekend family festival celebrating the sea and marine life and culture alongside a month long angling festival and competition. It successfully combines angling with food, art, culture and retail, attracting thousands of visitors and anglers.

[www.bexhillseafestival.co.uk](http://www.bexhillseafestival.co.uk)



In the United States, a levy on tackle sales has been in force for over 60 years. This contributes \$12m a year to the RBFF for angling development with additional funding to states. It has helped to fund the '60 in 60' development programme and campaign which aims to increase the numbers of anglers by 60 million in 60 months from 2017-2022.



Angling Direct used a plastic bag tax to help raise funds for National Fishing Month.



## What additional resources can deliver

Significant investment by the trade in marketing angling to a non-angler audience, alongside other marketing initiatives by the Environment Agency and Angling Trust.

A proposed Market Development Plan by the ATA.

Feasibility work on new forms of finance:

- A 'development levy' on tackle sales.
- A trade plastic bag tax to fund angling development.
- Voluntary donations at the point of sale online and in shops.
- A tackle tax.

Strategic promotion of angling tourism, working with the tourism agencies nationally and regionally.

A scheme to help upskill and increase the capacity of tackle shops to provide knowledge and guidance as local hubs.

## If resources are secured, these will be the indicators of success

01

End of year 1

Trade funding to support market research within the first year.

02

End of year 2

Trade-backed marketing Development Plan developed.

03

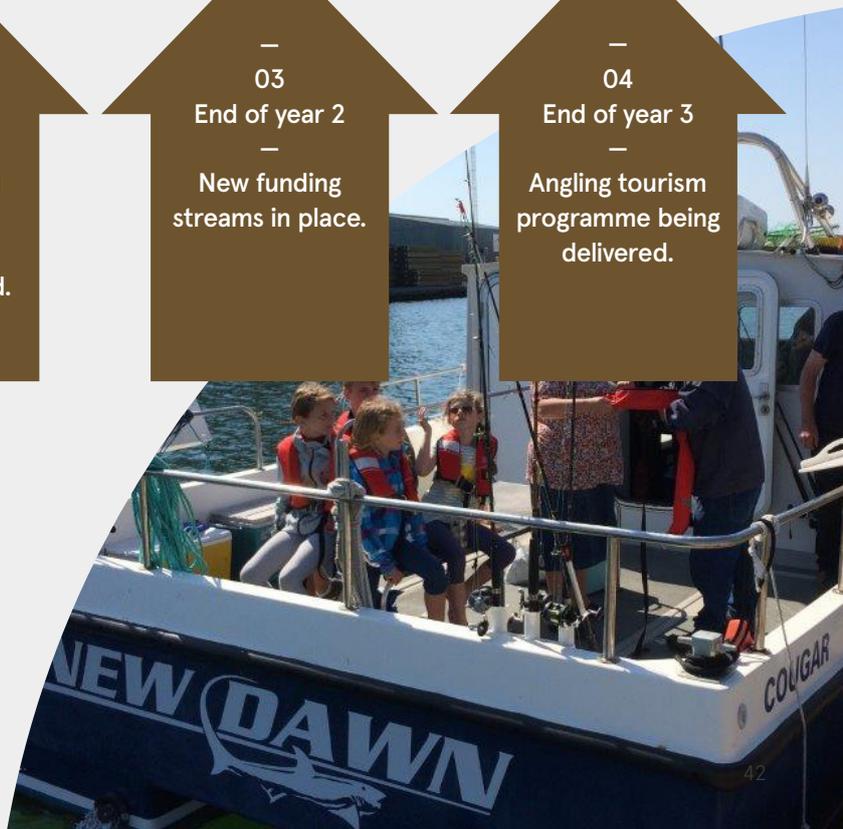
End of year 2

New funding streams in place.

04

End of year 3

Angling tourism programme being delivered.



## Knowledge is Power

## Objective Six:

Understand angling data and evidence

### What needs to happen

Use data to ensure angling's development is informed, accurate and measurable.

There needs to be better evidence and data to inform angling's growth, including better knowledge about non-anglers, the impact it makes and what works in angling development.

## → What We Know

There needs to be investment in research and evaluation for regular, accurate data about the angling population, non-anglers and the effectiveness of the strategy.

The Environment Agency conducts an annual tracker survey, a major study into angler behaviour, research and development work on marketing angling to non-angling audiences and reviews of other sports research. However, its resources for research are limited.

There is a wealth of other research into angling's social and community benefit, sea angling economic value, and new research on sea angler catches, attitudes and mapping<sup>61</sup>.

However, there are some significant gaps in knowledge.

- There is no single, comprehensive population level study of how many anglers there are, what their profile is and what they do. Although there are data on fishing licence holders, this is not the same as all anglers<sup>62</sup>.
- There is a need for more research<sup>63</sup> into non-anglers to understand their views on angling, who might be most interested in it and what would encourage them to take part. This is essential to underpin any future marketing or angling participation work.
- There is a lack of quality evidence about what works in angling development:
  - There was little or no analysis of the previous angling strategy.
  - Despite a lot of work in delivering angling 'taster' /introductory sessions, there has been no proper tracking of participants to see if they actually take up angling.
- There is a lack of robust evidence demonstrating angling's impact on health and well-being and other social impacts.
- Better use needs to be made of the Environment Agency fishing licence data to analyse churn, track customer journeys and explore trends.

These gaps are perhaps even more surprising because there has not been an absence of research on angling. However, research needs to be much better coordinated, taken more seriously and better communicated and understood by the angling sector.

## Evidence

### National Angling Survey 2018:

A survey of over **35,000** anglers conducted by Substance for the Environment Agency to inform the development of this strategy. Access the report here [www.substance.net/case-studies/national-angling-strategy/](http://www.substance.net/case-studies/national-angling-strategy/)



### Sea Angling Diary Project

2016-2019 engages over **1,700 sea anglers** in recording activity, method, catches and spending through a bespoke online tool and new app. [www.seaangling.org](http://www.seaangling.org)

### Watersports Participation

**Surveys** are the main source of data about the **population** of people who take part in water based sports, including angling, in the UK.<sup>64</sup>

### Angling Trust Insight

research 2015, investigated current, lapsed and non-anglers and was used by the Angling Trust to inform audience development.<sup>65</sup>

## → What We Will Do

### **1. Develop a coordinated, cooperative approach to angling research.**

A programme of research and evaluation for the life of the strategy needs to be developed, cooperatively involving different angling stakeholders and coordinated with existing research.

### **2. Understand the angler population.**

A biennial representative population survey should be conducted to determine the number of anglers, their demographic profile, activity levels and types of angling to provide commonly adopted, accurate statistics. This will require a survey of sufficient numbers to allow accurate reporting a national and regional levels and should encompass all of angling.

### **3. Understand the non-angling population**

There should be regular, national market research with those that do not take part to inform the development of angling and delivery of this strategy. This should identify audience segments that are most likely to take up angling and their attitudes and knowledge.

### **4. Evaluate the strategy delivery**

A monitoring and evaluation framework should to be created for the National Angling Strategy and its Delivery Plan setting out aims, objectives, outputs, key measures of success and the method by which they will evidenced. This evaluation should be annual and address:

- Is the strategy delivering more anglers, more frequent anglers and new audiences?
- Is angling delivering the personal and community impacts that are essential to this strategy – notably in activity and health and well being?
- What approaches are working and not working?
- Is the strategy delivering new income including, but not limited to, licence sales?
- Participant tracking from introductory events to participation and licence sales.
- How the strategy should adapt in light of insight, trends and socio-economic factors.



## → What We Are Doing

As part of new funding, the Angling Trust will be providing improved evaluation of the impact of its work for the Environment Agency and Sport England to inform ongoing delivery.

The Environment Agency conducts a large and comprehensive survey every five years providing insight into customer behaviour and communications, next due in 2020/21. It also conducts ongoing research into licence holders, non-anglers and lapsed anglers.

It is expected that Cefas and Substance will continue to deliver the Sea Angling Diary project to assess the participation rates, activity, catches and spending of sea anglers in the UK.

The annual Watersports Participation Surveys are ongoing.

## Good Practice



**A Survey of Freshwater Angling in England** – research commissioned by the Environment Agency to survey licensed anglers fishing in fresh waters to ask anglers about their angling activities and expenditure in order to develop estimates of the market value of freshwater angling in England. [www.gov.uk/government/publications/a-survey-of-freshwater-angling-in-england](http://www.gov.uk/government/publications/a-survey-of-freshwater-angling-in-england)



**Sea Angling Diary project.** This project

uses a bespoke online tool and new mobile app to enable 1,700 sea anglers to record every time they go fishing, their activity and catches. Periodic surveys also assess angler spend. It helps the UK government report the impact of recreational sea angling as part of its legal requirements under the Common Fisheries Policy. [www.seaangling.org](http://www.seaangling.org)

The **Environment Agency**

commissioned Bray Leino to provide insight into how non-anglers perceive angling and how to identify those most likely to take part, to inform fishing licence marketing.



## What additional resources can deliver

If additional resources and investment are secured, the following can be delivered:

1  
A population level representative sample survey to obtain an accurate figure about the numbers of anglers, their profile and their activity levels which can be used by regulatory and stakeholder organisations and the trade.

2  
Market research into non-anglers and lapsed anglers.

3  
More analysis of Environment Agency fishing licence patterns, profile and turnover.

4  
Extending the sea angling diary approach to freshwater to help understand participation, spending and catches.

5  
Involve sea anglers more in conservation and scientific research as citizen scientists.

## If resources are secured, these will be the indicators of success



# 3. Implementation

## 3.1 Governance

### National Angling Strategy Partnership Board

All the main stakeholders have agreed that this strategy needs a clear mechanism for implementation to avoid some of the pitfalls of the past. They have agreed to establish a partnership body, the National Angling Strategy Partnership Board. Coordinated by the Angling Trust, but involving all the main stakeholders in angling, it will take joint responsibility in overseeing the funding acquisition, delivery plan and evaluation of the strategy.

It will have a shared responsibility for the strategy's implementation and a cooperative, unified commitment to making it succeed. It will embrace innovation and good governance and bring in expertise where required. The Board will help coordinate those that will deliver the strategy; it will not be a funding or delivery organisation in its own right. It will be light touch and not a new bureaucracy.



**Membership** of the National Angling Strategy Partnership Board will be:

- The Angling Trust (Chair)
- The Environment Agency
- Canal and River Trust
- Angling Trades Association
- Get Hooked on Fishing



**The following organisations will have a watching brief, contacted and involved as required:**

- Sport England
- Department for the Environment and Rural Affairs (Defra)
- Association of IFCAs

**Other organisations may be added to the membership of the board in due course.**

**The National Angling Strategic Board will have terms of reference to:**

- Work cooperatively to secure funding for the strategy.
- Create a delivery plan.
- Create key indicators, review and report performance and make recommendations.
- Liaise with the England Fisheries Group and the new sea angling stakeholders group being created by Defra.
- Practice and promote good governance<sup>66</sup>.

### **Coordinating Body**

The Angling Trust will be the coordinating organisation as the recognised sports governing body in England for all of angling. It embraces sea and freshwater fishing, competition and coastal angling, participation development and angler representation.

**To perform this role, it requires:**

- The agreement and support of angling's other stakeholders on the board.
- Recognition of its role by the Environment Agency, Sport England and Defra.
- Resources to fulfil the role.

**The role of the coordinating body will be to:**

- Convene regular National Angling Strategy Partnership Board meetings.
- Take overall responsibility for creating a Delivery Plan.
- Work with partners to ensure coordination of work and funding they have.
- Monitor and report on the strategy delivery by partner organisations.



## 3.2 Resources

By far the most important element of delivering the National Angling Strategy will be to secure the resources to deliver it. This should be done in three stages:

- Stage 1. Secure resources so that the NASPB can convene and resource meetings.
- Stage 2. Secure 'pump priming' investment to develop delivery and funding plans.
- Stage 3. Secure the finances to deliver the strategy activities.

To assist with this, the following should be considered.



- Review the impact of recent fishing licence sale changes on sales and income, unique individuals and demographic profile, to inform future policy.
- Discuss with strategy partners potential new approaches to licence sales to encourage new anglers and juniors.
- Should resources allow, invest a greater proportion of fishing licence revenues in the development of angling against a clear delivery plan.



- Maintain dialogue to explore new funding that comes on stream, including for target audiences (young people, females, lower socio-economic groups and disabled people), particularly when current funding ends in March 2021.



- Develop ways to deliver more investment in angling's development from the trade, including proposals for a Market Development Plan by the Angling Trades Association, a 'development levy' on tackle sales, a trade plastic bag tax and voluntary donations at the point of sale.



- Explore how the grant making powers in the Fisheries Bill can be used to support recreational sea angling development and marine fish stock management.

### Other:

- Defra and the Department for Digital, Culture, Media and Sport should help facilitate a strategic approach to angling tourism, recognising economic benefits for rural and coastal areas.
- Angling stakeholder organisations and clubs need to engage more with the community business sector, its agencies and local government to realise the added value that community ownership of facilities can bring.
- There need to be a review of approaches to fund raising, membership, crowdfunding etc.
- Non-angling commercial agencies need to be attracted to support angling development.

## 3.3 Delivery Plan

### National Angling Strategy Partnership Board

The NASPB should create a **Delivery and Funding Plan** for the National Angling Strategy within six months of its inception. This should set out how the activities described in this document are going to be delivered, by whom and when. The plan should clearly set out the relationship of activities, outcomes and aims. It should include specific, measurable targets and identify the resources required to deliver these and how those will be obtained.

The delivery of the strategy will be a partnership effort and will only work with the key organisations working together. However, key angling stakeholder organisations on the NASPB should each have a lead area of responsibility. This does not mean they are solely responsible for it, but that they lead on developing work in this area in partnership with others. These should be based on existing areas of responsibility:

- Participation development – Angling Trust.
- Research, marketing and promotion – Angling Trades Association.
- Social inclusion – Get Hooked on Fishing.
- Urban fishing and fisheries – Canal and River Trust.
- Freshwater fisheries and the environment – Environment Agency.
- Marine Fisheries – Defra.

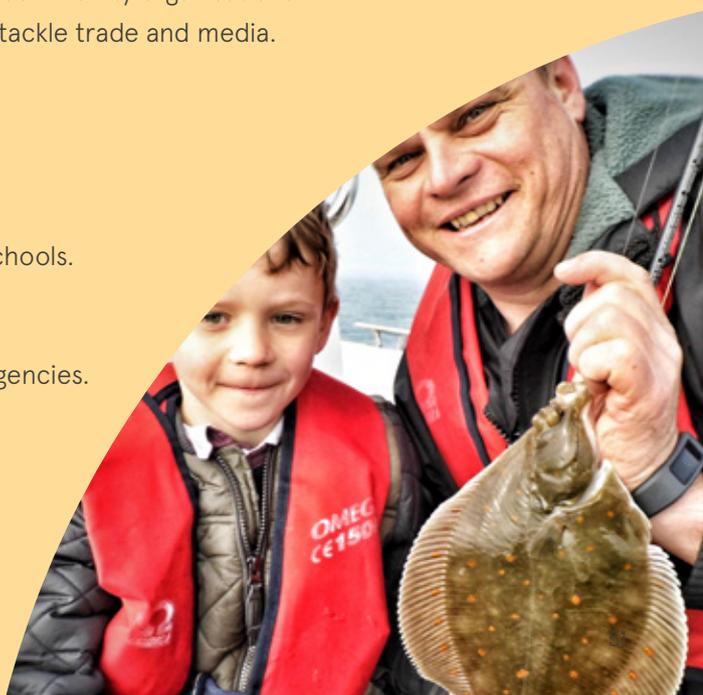
Delivery of the strategy will also require the involvement of a range of other organisations:

### Angling / fishery management

- The British Disabled Angling Association and local disability charities.
- The Rivers Trust and individual rivers trusts.
- Wild Trout Trust and Salmon and Trout Conservation UK.
- Institute of Fisheries Management.
- The Association of IFCAs and Regional IFCAs.
- Sea and freshwater and angling clubs and community organisations.
- Commercial fisheries, angling businesses, tackle trade and media.
- Local/regional youth angling charities.
- Coaching bodies such as GAIA and PAA.

### Non angling

- Health and mental health agencies and schools.
- Other sports, outdoor recreation sports, providers, retailers.
- Community ownership and third sector agencies.



## 3.4 Review and Reporting

The National Angling Strategy should be reviewed against its key aims, objectives and delivery plan on an annual basis, including an evaluation of how the activities being delivered are or are not meeting key objectives, notably increasing the number of anglers and new audiences. Lessons about what has worked and what has not worked should be clearly communicated and inform ongoing delivery in a public Annual Report.



# Bibliography

- <sup>1</sup>In 2000, Ministers issued Statutory Guidance (under s.4 of Environment Act 1995) 'to enhance the contribution salmon and freshwater fisheries make to the economy, particularly in remote rural areas and in areas with low levels of income'
- <sup>2</sup>Black and Minority Ethnic
- <sup>3</sup>EA Licence Data, February 2019 (Environment Agency); Watersports Participation Survey 2017.
- <sup>4</sup>Armstrong, M. et al (2013) *Sea Angling 2012*, Defra. Peirson, G. et al (2018) *A survey of freshwater angling in England: An economic valuation of freshwater angling in England*, Environment Agency. [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/748300/A\\_survey\\_of\\_freshwater\\_angling\\_in\\_England\\_-\\_phase\\_1\\_report.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/748300/A_survey_of_freshwater_angling_in_England_-_phase_1_report.pdf)
- Armstrong, M. et al (2013) *Sea Angling 2012: a survey of recreational sea angling activity and economic value in England*, Defra. <https://webarchive.nationalarchives.gov.uk/20131213025609/http://www.marinemanagement.org.uk/seaangling/index.htm>
- <sup>5</sup>To participate in freshwater angling in England and Wales it is a legal requirement that everyone taking part must purchase a fishing licence appropriate to the type of fishing undertaken. Whilst this makes angling unusual in sport, it also provides a source of income for fishery and angling development. No licence is required for sea angling.
- <sup>6</sup>Environment Agency (2012) *Fishing for Life: A national strategy for getting people fishing 2013-2018*, Bristol: Environment Agency
- <sup>7</sup>[https://www.graylingsociety.net/assets/img/content/grt/EA\\_Trout\\_Grayling\\_strategy.pdf](https://www.graylingsociety.net/assets/img/content/grt/EA_Trout_Grayling_strategy.pdf) <https://environmentagency.blog.gov.uk/2016/05/06/restoring-salmon-stocks-our-journey-to-a-new-approach/>
- <sup>8</sup>A Brown (2015) *Angling Trust Insight Research*, Substance. [www.anglingtrust.net/news.asp?section=29&itemid=3418](http://www.anglingtrust.net/news.asp?section=29&itemid=3418) p6.
- <sup>9</sup>Bray Leino (2018) *Insight into the Audiences for Junior Fishing Licence Campaign*, for Environment Agency.
- <sup>10</sup>Brown, A. (2015) *op cit*.
- <sup>11</sup>Brown, A. (2018) *The National Angling Survey 2018 Final Report*, Q43, forthcoming.
- <sup>12</sup><https://news.takemefishing.org/makingwaves>
- <sup>13</sup><https://www.sportengland.org/news-and-features/news/2019/april/30/leaders-call-on-sport-and-physical-activity-sector-to-embrace-digital-revolution/>
- <sup>14</sup>Brown, A. (2015) *op cit*.
- <sup>15</sup>[www.seaangling.org](http://www.seaangling.org)
- <sup>16</sup>[www.getfishing.org.uk](http://www.getfishing.org.uk)
- <sup>17</sup>[www.fishinginfo.co.uk](http://www.fishinginfo.co.uk)
- <sup>18</sup>[www.canalrivertrust.org.uk/enjoy-the-waterways/fishing](http://www.canalrivertrust.org.uk/enjoy-the-waterways/fishing)
- <sup>19</sup>Indicators and timelines have been based on consultation with stakeholders, but will be refined in the delivery plan.
- <sup>20</sup>Fishing Licence data analysis, February 2019 (Environment Agency). Environment Agency (2018) *Annual Fisheries Report 2016-2017*. [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/793288/Annual\\_fisheries\\_report\\_2017\\_to\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/793288/Annual_fisheries_report_2017_to_2018.pdf)
- <sup>21</sup>Brown, A. (2015) *op cit*.
- <sup>22</sup>Marketing Plan for the Angling Trades Association, Internal Paper, 2018.
- <sup>23</sup><https://news.takemefishing.org/makingwaves>
- <sup>24</sup><http://www.thisgirlcan.co.uk/activities/angling/>
- <sup>25</sup>Bray Leino (2018) *op cit*.
- <sup>26</sup>[www.canalrivertrust.org.uk/about-us/where-we-work/north-west-community-roots](http://www.canalrivertrust.org.uk/about-us/where-we-work/north-west-community-roots)
- <sup>27</sup><https://canalrivertrust.org.uk/enjoy-the-waterways/fishing/lets-fish/become-a-lets-fish-coach>
- <sup>28</sup>[www.takemefishing.org/corporate/resource-center/hispanic-toolkit/](http://www.takemefishing.org/corporate/resource-center/hispanic-toolkit/)
- <sup>29</sup>[www.takemefishing.org/how-to-fish/how-to-catch-fish/womens-initiative](http://www.takemefishing.org/how-to-fish/how-to-catch-fish/womens-initiative)
- <sup>30</sup>Angling Trust internal post-event surveys.
- <sup>31</sup><https://canalrivertrust.org.uk/enjoy-the-waterways/fishing/lets-fish/become-a-lets-fish-coach/lets-fish-principles>
- <sup>32</sup><https://canalrivertrust.org.uk/enjoy-the-waterways/fishing/lets-fish/become-a-lets-fish-coach>
- <sup>33</sup><https://www.anglingtrust.net/page.asp?section=1178>
- <sup>34</sup>Brown, A. Djohari, N. and Stolk, P. (2012) *Fishing for Answers: The Social and Community Benefits of Angling*, Substance, Manchester, Substance.
- <sup>35</sup>Sport England (2015) *Towards an Active Nation*, Sport England Strategy 2016-2021 [www.sportengland.org/active-nation/our-strategy](http://www.sportengland.org/active-nation/our-strategy); Department for Culture, Media and Sport (2015) *Our Sporting Future: A New Strategy for an Active Nation*, DCMS. [www.assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/486622/Sporting\\_Future\\_ACCESSIBLE.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/486622/Sporting_Future_ACCESSIBLE.pdf)
- <sup>36</sup>Brown A. et al (2012), Section 1.
- <sup>37</sup>Brown, A. et al (2012): Section 2.
- <sup>38</sup>Defra (2018) *A Green Future: Our 25 Year Plan to Improve the Environment*, Defra [www.gov.uk/government/publications/25-year-environment-plan](http://www.gov.uk/government/publications/25-year-environment-plan)
- <sup>39</sup>Organisations include Get Hooked on Fishing, Les Webber's Angling Projects and Fishing for Schools. See also Djohari, N., Brown, A. and Stolk, P. (2015) 'The one that got away' and other fishy tales: how the culture of angling manifests as a hidden curriculum in angling based education intervention programs', in *Ethnography and Education*, Taylor Francis.
- <sup>40</sup><https://evaluationframework.sportengland.org/media/1322/sport-england-question-bank-new.pdf>
- <sup>41</sup><https://canalrivertrust.org.uk/enjoy-the-waterways/fishing/related-articles/the-fisheries-and-angling-team/liams-story-stanley-park-to-the-erewash-canal>; <https://canalrivertrust.org.uk/enjoy-the-waterways/fishing/related-articles/the-fisheries-and-angling-team/mick-dodman-the-power-of-fishing>.
- <sup>42</sup><https://canalrivertrust.org.uk/about-us/where-we-work/north-west/community-roots>

- <sup>43</sup><https://bdaa.co.uk/the-british-disabled-angling-association>
- <sup>44</sup>Djohari, N. et al (2012) Developing Community Waters, Substance: Manchester.
- <sup>45</sup>[www.sportengland.org/funding/community-asset-fund/case-studies/](http://www.sportengland.org/funding/community-asset-fund/case-studies/)
- <sup>46</sup>[www.powertochange.org.uk/get-inspired/find-local-community-business/](http://www.powertochange.org.uk/get-inspired/find-local-community-business/)
- <sup>47</sup>[www.anglingtrust.net/page.asp?section=1773&sectionTitle=Take+5](http://www.anglingtrust.net/page.asp?section=1773&sectionTitle=Take+5)
- <sup>48</sup>[www.anglers-nlrs.co.uk/](http://www.anglers-nlrs.co.uk/)
- <sup>49</sup>[bdaa.co.uk/pdfguide/bdaa\\_guide.pdf](http://bdaa.co.uk/pdfguide/bdaa_guide.pdf)
- <sup>50</sup>[www.sportengland.org/funding/community-asset-fund/](http://www.sportengland.org/funding/community-asset-fund/); [www.powertochange.org.uk/get-support/](http://www.powertochange.org.uk/get-support/); <https://plunkett.co.uk/how-we-help/>; <https://locality.org.uk/services-tools/>
- <sup>51</sup>The FIP is funding from Environment Agency fishing licence income to help clubs and fisheries.
- <sup>52</sup><https://www.therivertrust.org/media/2018/09/The-Rivers-Trust-Review-2018-WEB.pdf>
- <sup>53</sup><https://www.anglers-nlrs.co.uk/about>
- <sup>54</sup><https://www.wildtrout.org/content/about-us>
- <sup>55</sup>[www.firtreefishery.co.uk/access.html](http://www.firtreefishery.co.uk/access.html)
- <sup>56</sup>Peirson, G et al (2018) *op cit*.
- <sup>57</sup>Armstrong, M. et al Sea Angling 2012, *op cit*.
- <sup>58</sup>Environment Agency (2015) The Value of Angling in Essex, Norfolk and Suffolk Area; see also Brown, A et al (2012) *op cit*, Section 5.
- <sup>59</sup>International Passenger Survey 2006-2017 .
- <sup>60</sup>[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/773178/maritime-2050.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/773178/maritime-2050.pdf)
- <sup>61</sup>See for example, [www.seaangling.org](http://www.seaangling.org), <http://www.substance.net/wp-content/uploads/Sea-Angler-Attitudes-Research-Outline-010219.pdf>
- <sup>62</sup>Licence data does not include non-licence holding anglers – notably sea anglers – and it does include licence holders who do not fish.
- <sup>63</sup>The Environment Agency has conducted recent research into non anglers which is being used to inform their marketing. It has previously conducted research into the public attitudes to angling (Simpson, D. and Mawle, G.W. (2005). *Public Attitudes to Angling 2005*. Environment Agency, Bristol).
- <sup>64</sup>[www.nationalwatersafety.org.uk/professional/documents/Watersports\\_Participation\\_Survey\\_2017\\_Summary.pdf](http://www.nationalwatersafety.org.uk/professional/documents/Watersports_Participation_Survey_2017_Summary.pdf)
- <sup>65</sup>[www.anglingtrust.net/news.asp?section=29&itemid=3418](http://www.anglingtrust.net/news.asp?section=29&itemid=3418)
- <sup>66</sup>Sport England Good Governance Code. [www.sportengland.org/media/11193/a\\_code\\_for\\_sports\\_governance.pdf](http://www.sportengland.org/media/11193/a_code_for_sports_governance.pdf)

#### Useful Contacts

Environment Agency  
enquiries@environment-agency.gov.uk

Angling Trust  
admin@anglingtrust.net

Canal and River Trust  
fisheries@canalrivertrust.org.uk

Angling Trades Association  
info@anglingtradesassociation.com

Get Hooked on Fishing  
hello@ghof.org.uk

#### National Angling Strategy Consultations

Extensive consultation was undertaken to inform the strategy development alongside the National Angling Survey 2018. Substance and the Environment Agency would like to thank all those organisations and individuals who took part. Consultations included the following:

##### National

The Angling Trust Future Angling Conference, Solihull, November 17th, 2018.

Canal and River Trust National Angling Advisory Group meeting, November 2018.

Institute of Fisheries Management Conference, 16th -18th October 2018.

Angling stakeholder meeting, March 2019.

Angling Trust Marine Conservation and Access Group meetings: October 2018, March 2019

##### Regional

Angling Trust Regional Forums

East Midlands (Derby) – 10/10/18

Thames (Aston Rowant) – 13/11/18

Yorkshire (Doncaster) – 21/11/18

South East (Tonbridge) – 28/11/18

West Midlands (Worcester) – 05/12/18

West Midlands (Warwick) – 06/02/19

#### Individual Organisation Interviews and Consultation

Organisations interviewed and consulted included:

Environment Agency (2 interviewees)

Defra (2 interviewees)

Sport England

Angling Trust (5 interviewees)

Get Hooked on Fishing

British Disabled Anglers Association

Angling Trades Association

Canal and River Trust

Bass Angling Sport Fishing Society (BASS)

Angling Unlimited

Dreamstore

Les Webber Angling Projects

RHA Media

The Rivers Trust

Wild Trout Trust

Salmon and Trout Conservation Trust

Institute of Fisheries Management (by email)



substance.