

The Angling Trades Association Limited

'The Voice of The British Angling Industry'

Increase Angling Participation

Running initiatives:

'National Fishing Month'

'Take a Friend Fishing'

Helping To Shape "The Industry"

'The Professional
Anglers Association'



Promoting Angling Unity 'Working with'

'The Angling Trust'

'Environment Agency'

'Canal and Rivers Trust'

'Professional Anglers Association'

'World Wildlife Fund'

'Royal Society for the protection
of Birds'

Tailor-made Services and Benefits to Members

Credit Circle

Brands Index

Angling Statistics

Marketing and Promotion

And much more...

MISSION STATEMENT

“To unite the angling industry and to promote and protect the sport of angling and the interests of the Association’s members”

OWNERSHIP AND INFRASTRUCTURE

The Angling Trades Association Limited (“ATA”) is a Company limited by guarantee and is owned by its members.

General Meetings of the ATA are held once a year to which all members are invited to attend and air their views. In order to be an effective mouthpiece of its members, their comments are vital and encouraged.

CRITERIA FOR MEMBERSHIP

- Must be substantially engaged in the supply and/or promotion of angling products or angling activities in the European Union
- Must sign the Code of Practice
- Must operate in a bona fide and ethical manner.
- Must normally be trading for at least one year.
- Must be proposed by a member of the Angling Trade Association of at least twelve months standing.

MEMBERS’ SERVICES & BENEFITS

- Unique trade research information initiated by the ATA. Members will receive their copies of the report FREE.
- An improved Credit Circle and Trade Statistics service supported by our membership of the Information Commissioners Office under the Data Protection Act.
- Tackle & Guns magazine. 5 advertisements, get one free. 10 advertisements, get two free*
- A continuously updated Brands Index service that is available online on our website.
- 24/7 employment and health and safety advice by telephone and email from our partners at Croner.
- Telephone advice on commercial legal, tax, VAT and payroll during normal office hours from our partners at Croner.
- A bespoke foreign exchange service through South West Foreign Exchange Ltd – ATA members get the best currency exchange rates
- A unique retail finance scheme from Omni Capital Retail Finance to help retailers grow their businesses by offering credit facilities to their customers. Manufacturers could also recommend this new scheme to their retail accounts to enable increased turnover. Retailers must be a member of the ATA to benefit from the scheme.
- Regular sports industry updates for our members through our membership of the Sports and Recreational Alliance.

*Off rate card prices

MEMBERSHIP APPLICATION FORM

After completion please return the form to:
Membership Department
The Angling Trades Association Limited
60 Windsor Avenue
London
SW19 2RR

Tel: 0333 577 9970
E-mail: anna@anglingtradesassociation.com
Web: www.anglingtradesassociation.com

Company:
Address:.....
.....
Post Code:
Tel: Email:.....
Web Site:..... Contact:.....
Managing Director:.....
Directors:.....
.....
Holding Company:.....
Directors:.....
.....

Please enclose catalogue and other trade literature.

UK manufactured product supplied in the UK:.....
Date business commenced:.....
Business Type:
Manufacture Exporter Importer Wholesaler
Service Retailer Publisher

Name and company of a sponsor (whose agreement must be obtained in advance) from The Angling Trades Association Limited.

Name:.....
Company:.....

We apply for membership of The Angling Trades Association Limited. We accept and agree to abide by its Constitution. We accept that The Angling Trades Association Limited may give no reason should our application be refused.

Signed:..... Printed Name:

Position in Company:..... Date:

CODE OF PRACTICE

1. Member Companies of the ATA have committed themselves to maintain a high standard of quality and service to purchasers of angling equipment, clothing and accessories.
2. In achieving membership of the Association, they have had to meet the required standards of experience, proficiency and commercial competence. Thereafter as members they are bound by the regulations of this Code of Practice, all intended to maintain a high and improving standard of performance by its members.
3. Purchasers of goods and services from Member Companies, who feel that the Member Company in question has fallen below that standard, are invited to submit details to the Association.
4. Member Companies and their staff agree not to behave in such a way as to bring the ATA or any of its Member Companies into disrepute.
5. Member Companies who are shown to persist in practices which the ATA find unacceptable or fail to maintain proper standards of quality and performance will be liable to expulsion.
6. The ATA maintains a Mediation Panel to assist in the settlement of disputes between its Members Companies and their clients. Member Companies may elect to submit details of disputes in which they are involved to the Mediation Panel and by so doing commit themselves to being bound by the findings of the Panel.
7. This Mediation Service is normally restricted to the technical rather than the contractual aspect of the dispute.
8. A dissatisfied purchaser who cannot resolve a dispute with a Member may submit details to the Panel, which will have the power to invite the Member Company also to submit details and to consider all circumstances and take what action is appropriate.
9. Enquiries and submissions should be directed in the first instance to the Secretary of the Mediation Panel, The Angling Trade Association, 60 Windsor Avenue, London SW19 2RR.
10. To qualify for membership of the ATA, companies must meet the membership criteria.
11. Member Companies readily endorse and affirm their responsibility to their clients under current legislation.

We hereby confirm that we have read and understood the above Code of Practice and agree to abide by it.

Printed Name:

Signature:.....

SUBSCRIPTION PAYMENT PROCESS

There are two ways to pay your Membership Subscription:

Via BACS Payment

Bank Name	NatWest
Sort Code	60 50 01
Account Number	01124439
Account Name	The Angling Trades Association Limited
Reference	Please Use Your Company Name

Via cheque

Made payable to The Angling Trades Association Limited

Sent to:
Membership Department
The Angling Trades Association Limited
60 Windsor Avenue
London
SW19 2RR

Band	Turnover Per Annum £'000	2019 Subscription £
1	Below 250	456
2	250 – 499	708
3	500 – 749	948
4	750 – 999	1,068
5	1,000 – 1,999	1,188
6	2,000 – 4,900	1,380
7	Over 5,000	1,500
Small Retailer		84
Medium Retailer		114
Large Retailer		144
National Multiple Retailers		1,020
Fisheries		108
Associate		1,020

NOTES:

1. The turnover figure is the company's angling related turnover (UK domestic only, excluding sales between subsidiary or associated companies) in the financial year ending during 2018