



National Angling Strategy Annual Report 2019/20

Summary

Welcome to the first National Angling Strategy Annual Report. In this report we aim to showcase some of the exciting work that has been carried out by the angling community in 2019/20 contributing to the aims and objectives of the National Angling Strategy.

The National Angling Strategy 'Angling for Good' was launched in June 2019. It is a partnership-led strategy that was developed by consultation with the angling community key partners, angling charities and other interested organisations and using feedback from the National Angling Survey in which over 35,000 people took part.

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 aims are being delivered through the following six objectives:

- Objective 1 - Develop awareness and knowledge of angling
- Objective 2 - Increase participation in angling
- Objective 3 - Develop social benefits through angling
- Objective 4 - Develop Sustainable Places to Fish
- Objective 5 - Increase Angling's Economic Impact
- Objective 6 - Understand angling data and evidence

Through this report we will be taking a look at individual case studies from each of these objective areas

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Introduction

The new National Angling Strategy was officially launched at Get Hooked on Fishing's Northala Fields venue in Northolt, West London on 24th June by Emma Howard-Boyd the Chair of the Environment Agency. In attendance were representatives from the angling community, key partnership organisations, the angling press and angling trade. The strategy set out a vision to,

'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.'

Priority Actions

Achieving this vision through the aims and objectives set out within the strategy has been set against the backdrop of some serious challenges facing angling; such as declining participation, an older age profile of participants, a lack of diversity and inclusivity, poor general public awareness and reduced funding. As a result, it was recognised that there needed to be new approaches and renewed co-operation amongst stakeholder organisations and the wider angling community in order to achieve this vision.

The strategy identified a number of priority actions that needed to be undertaken from the outset, which in turn would set the foundations for achieving the aims and objectives over the course of the strategy.

1. Work together to form a 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.

National Angling Strategy Partnership Board

The National Angling Strategy Partnership Board (NASPB) was formed in the first few weeks after the strategy's launch with Terms of Reference (see appendices) drawn up detailing the task of taking joint responsibility in securing funding, developing and overseeing a delivery plan and evaluating the strategy.

The NASPB is comprised of the Environment Agency, Angling Trust, Canal & River Trust, Angling Trades Association and Get Hooked On Fishing, with Defra, Sport England and the Association of Inshore Fisheries Conservation Authorities (IFCAs) having a watching brief.

The NASPB met three times in the first year of the strategy in which they ratified the Terms of Reference and developed a delivery plan (see appendices). Work to secure the additional funding needed to deliver the strategy is ongoing and will be throughout the life of the

strategy. New partnerships and collaborations have been sought to extend the membership of the NASPB so as to diversify the representation of angling stakeholders with organisations such as Korum and RHAP media taking part in recent meetings.

The impact of Covid-19

When Covid-19 appeared in early 2020 and a global pandemic was soon upon us nobody truly envisaged the enormous effects this would have on everyday life. As we entered 'lockdown' in March the 'Stay at Home' messaging and policy effectively put an end to the majority of outdoor sporting activities, including fishing.

The cessation of fishing and the subsequent loss of income throughout the sector brought many financial concerns to the whole of the angling community. However, fishing was one of the first activities to be allowed when lockdown restrictions were eased in early May and since then angling has seen a resurgence!

Before restrictions were lifted sales of rod licences were around 50% of the previous year's, however by the end of July sales were 16% above those of 2019/20. If this trend continues it will be the first increase in rod licence sales since 2010! The tackle trade also reported strong sales activity after the lifting of lockdown and anecdotal evidence indicates increased visits to fisheries all over the country including sea fishing.

So why has this happened? Time is undoubtedly a factor here. Research has constantly shown that time is the biggest barrier to angling participation, however for many people who were furloughed from work due to Covid-19, time has been somewhat of a plentiful commodity.

The Environment Agency and partner organisations are currently looking into licence sales patterns trying to work out if these are 'lapsed' anglers or new people coming to the sport for the first time. This will help inform the angling community when it comes to marketing messages so hopefully we can encourage as many of those to carry on fishing beyond this year.

Forward Look- 2020/2021

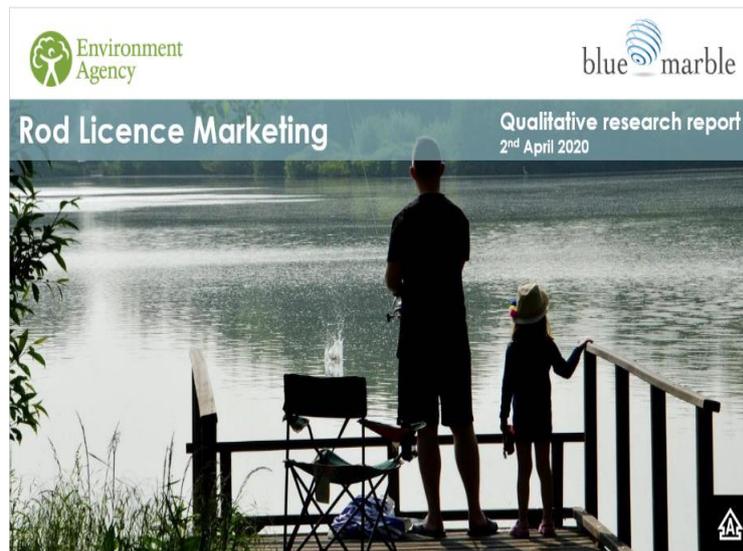
The first year has seen some reasonable progress made, however there is still plenty to do. The next year could well be pivotal in progressing the aims and objectives of the strategy as it is essential that the momentum is continued and the strategy does not go the way of many of those before it in petering out and being consigned to the shelf!

The impact of Covid-19 has given the whole sport an unexpected boost and there are now some real opportunities to progress many of the actions set out in the strategy's delivery plan. Improved partnership working between the trade and organisations such as the Angling Trust, Canal and River Trust and the Environment Agency bodes incredibly well for the future. The links must continue to be strengthened as the trade have the ability to put real impetus into the strategy.

Objective One: Develop awareness and knowledge of angling

Case Study 1: Environment Agency research into different angling audiences

The Environment Agency (EA) recently undertook qualitative research to inform the development of their marketing activity around fishing and rod licences, with non-anglers being one of the key audiences. The research was carried out using focus groups comprised of members of the public. There were four separate groups which represented current anglers, lapsed anglers, potential anglers and evaders and bailiffs



The EA's recent report to aid the development of marketing

The key aims of the research were to:

- Understand the drivers around why people take part in fishing
- Explore the barriers to fishing (incl. the reasons why people leave the sport)
- Assess awareness of the need for a rod licence
- Understand the barriers to buying a rod licence
- Explore how to communicate most effectively around rod licences with target audiences

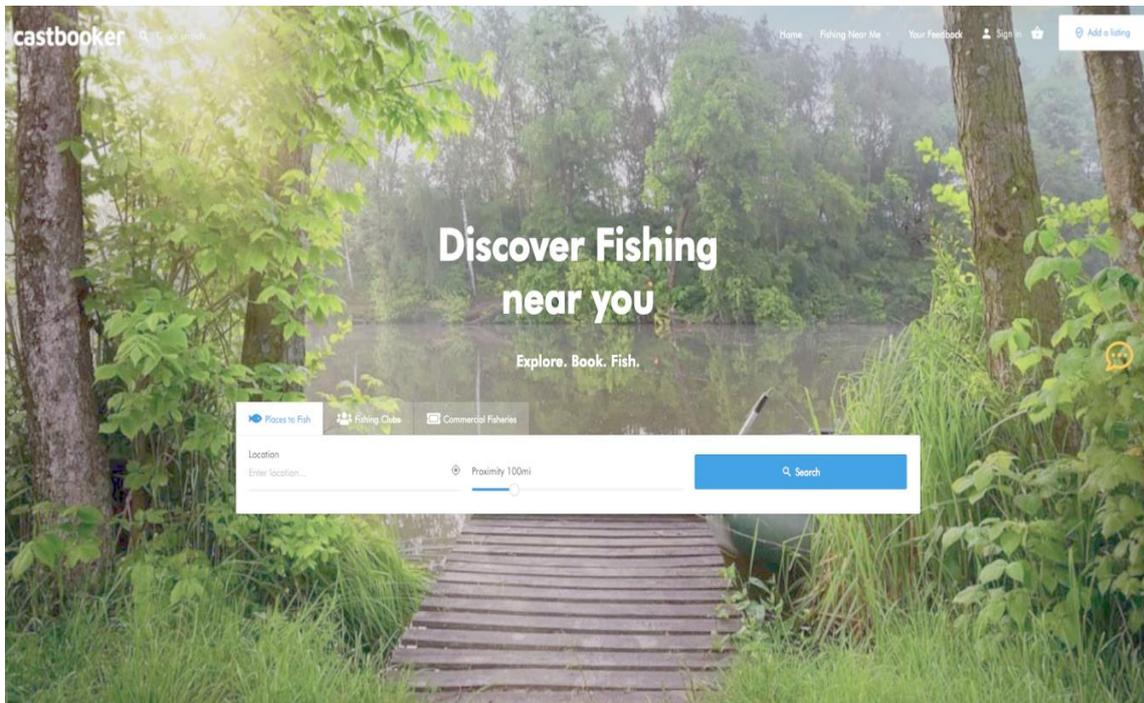
For potential anglers, several key findings were identified:

- Potential anglers find the idea of fishing attractive, particularly the opportunities it offers to spend time outdoors, in nature.
- But the practicalities feel overwhelming – for many, the effort of buying a rod, sourcing bait, buying a licence (if they know about this) and working out where they are allowed to fish feels like an impossible hurdle to overcome.
- Total angling novices do not know where to start – so introductory days feel very attractive.

The findings have resulted in a number of recommendations around introductory sessions, communications, publicity of angling schemes and marketing messages. These will be used to help direct the EA's and also partner organisations marketing efforts to help retain and recruit anglers. For more information and a full copy of the report please contact Hannah.millbank@environment-agency.gov.uk

Case study 2: Castbooker – a new online initiative to help anglers and non-anglers find places to go fishing

'Castbooker' (www.castbooker.com) is a new initiative that has been privately developed with collaboration from the Angling Trust. The aim of the platform is to make it easier for anglers to find and book their fishing whilst also helping fisheries, clubs & fishing businesses promote their organisation online for free.



Castbooker website home page

Castbooker's Aim / Mission: To help more people enjoy fishing, more often

- Vision: Provide a best in class, all-in one online resource that makes it easier for existing anglers to find and book their fishing and for non or returning anglers to get into the sport.
- Create comprehensive mapping of all fishing locations and create rich content for each listing - including how to access, visual guides, drone footage, high quality imagery, stock, tactics & level of experience required.
- Enable frictionless online bookings, memberships & payments for clubs, fisheries, events, coaches & matches and promote additional business services such as tackle shops, boat charters, guides, fishing charities, experiences & accommodation.
- Highlight the positive impact that angling has on an individuals' physical & mental wellbeing, the environment and the local community.

As part of the ongoing strategy, Castbooker is currently inviting fisheries, clubs and fishing businesses to add their organisations listing via www.castbooker.com/add-your-fishing-business . Alternatively, please contact Owen Chapman at owen@castbooker.com to find out more.

Objective Two: Increase participation in angling

Case study 3: Canal & River Trust's Let's Fish! campaign - the pathway to a future in angling

Each year between March and the end of October, the Canal & River Trust (CRT), supported by local angling clubs, host hundreds of learn to fish introductory events called Let's Fish! Priding itself as being a charity that helps local people to take advantage of the wellbeing benefits of being by water, they particularly look to host events in places where everyone, regardless of background or ability, can get the opportunity to enjoy a happier, healthier life.



Peter Henery, CRT's Angling Development Manager with a happy angler

In 2019 Let's Fish! delivered over 300 events with 8,549 participants, an increase of 144% on previous year, with over 33% attending an event more than once. As well as more regular attendees, the Trust also reported an improvement in skill levels amongst returning participants as a result of working with partner clubs to focus on developing anglers as well as providing introductory sessions.

To help develop a 'pathway' for new anglers, partner clubs have started to stage development sessions on the bank as well as in the classroom covering general and specific fishing techniques including rig tying, watercraft and learning about what baits to use. They have also encouraged participants to enter the junior canal championship which has become an incentive to encourage further participation. Last year 91 youngsters took part in the Junior Canal Championships an increase of 94% on the previous year's entry, making it the largest event of its type in the UK

For further information please contact John Ellis, National Fisheries & Angling Manager, Canal & River Trust - john.ellis@canalrivertrust.org.uk

Objective Three: Develop social benefits through angling

Case study 4: Investigating Countryside and Angling Research Projects (iCARP)

Funding administered through the Angling Trust from its contract to deliver national angling strategic services for the Environment Agency and health and wellbeing outcomes for Sport England, has been used to assist the development of an exciting new project which is using angling to help military veterans overcome the effects of Post-Traumatic Stress Disorder (PTSD).

Founder of iCARP, Mark Wheeler a trauma specialist, recognised a growing need to help those who were being failed by traditional mental health provision. In response he developed a support package which has so far helped over 100 veterans, with some amazing results!

As a psychological therapist working in the NHS, Mark realised the patients he was seeing from Colchester Garrison were just the tip of the iceberg – many more were in need of help, but a new approach was needed. While continuing with his clinical work, Mark embarked on a PhD at Essex, supervised by Professor Sheina Orbell with the aim of finding a way to help more veterans.

Participants are taken on two-day fishing trips, during which they are encouraged to open up about their experiences and provide support to each other. The trips have been made possible thanks to donations from fisheries and tackle companies who have been happy to help.

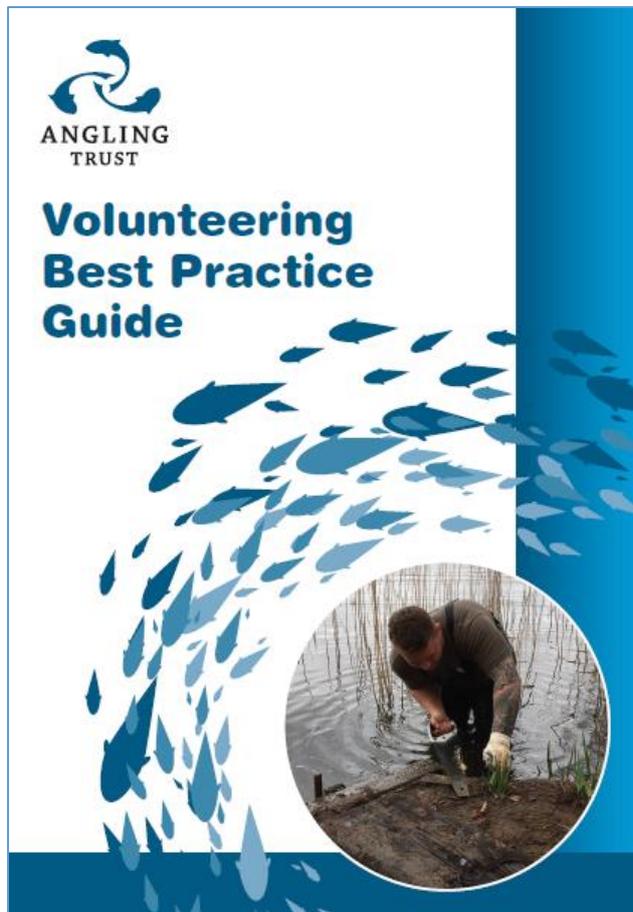


“The results have been remarkable and very quick. Within a day we can see a difference in participants,” said Mark. “We have had people who have not been out of their house for three years, asking when the next trip is and others have come back to act as mentors because they have benefitted so much, they want others to as well.”

Although Mark has now finished his PhD the good work will continue. He plans more fishing trips, both in this country and abroad. His long-term hope is for a landowner to donate some land where he can build a fishing lake and small therapy centre, so he no longer has to rely on the good-will of the fishing industry. Essex University has sponsored two PhD students to continue Mark’s research work.

For more information please contact Dr Mark Wheeler. mark@icarp.org.uk

Case study 5: The Angling Trust's 'Volunteering Best Practice Guide'



The Volunteering Best Practice Guide - produced in partnership with the Environment Agency and funded by fishing licence income - provides angling organisations with advice on how to make best use of volunteers and highlights any potential pitfalls.

Karen Hinson, Angling Trust's National Volunteers Manager, said: "We know how important volunteers are to angling clubs and fisheries. Most clubs are non-profit making and heavily reliant upon volunteers for essential roles such as committee members, bailiffs and work parties, but while volunteers are a seemingly free resource, they are also subject to certain legislation.

"That's why the Volunteering Best Practice Guide is so important for anyone in angling who works with volunteers and will better equip clubs to provide the best volunteering experience."

The Volunteering Best Practice Guide is [available to download free](#).

A video promoting the guide is available for free use of media organisations. Please share at www.anglingtrust.net/volunteervideo

We are also creating a directory of Volunteering Opportunities in Angling – so if you know of any organisations you would like us to include, please send details to karen.hinson@anglingtrust.net

Objective Four: Develop sustainable places to fish

Case study 6: Working in partnership with Shrewsbury Town Fisheries



An angler enjoying the comfort at one of the new platforms at Monkmoor.

The Monkmoor Fishery extends for over a mile of right-hand bank of the River Sever in Shrewsbury, Shropshire. The Monkmoor stretch is managed by Shrewsbury Town Fisheries who are responsible for angling on still and running water owned by Shrewsbury Town Council. The fishing is open to members of the public who purchase an appropriate annual permit or day ticket. The fishery offers a wide variety of features to suit all anglers and is a noted match venue.

The banks at Monkmoor are steep and water levels on the Severn can quickly rise and fall and access can be treacherous. To counter this problem the Environment Agency's (EA) local Fisheries team got together with the Shrewsbury

Town Fisheries to fund new fishing platforms so anglers could fish in safety. Funding came from the EA's Fisheries Improvement programme (FIP) which comes directly from fishing licence income. To date 6 platforms have been installed, under the management of Shrewsbury Town Fisheries, with plans for at least two more. These improvements to the fishery helped it to be chosen as the venue for the Riverfest final in 2019, the most prestigious river match angling event in England.

The Fisheries Improvement Programme (FIP):

Administered by the EA it was first established in 2015 and involves reinvesting rod licence payers' money into projects which benefit anglers and fish stocks. Over the last 5 years £3.5m has been spent in this way and 500 projects completed across the length and breadth of the country. This has involved partnership working with hundreds of different partners from organisations with a national presence such as the Rivers Trust, the Wild Trout Trust, to small angling clubs and local Rivers Trusts and other community groups. The EA estimate these partners have themselves contributed over £5.5m to the programme in this time. The result is that long lengths of river and stillwaters have been enhanced improving fisheries for many anglers. As a snapshot, in 2017 the EA reported that the FIP enhanced 133km of rivers and we removed 23 barriers to natural fish passage. An estimated 120,000 anglers benefitted from these works. For more information please contact Roger Handford. Roger.handford@environment-agency.gov.uk

Objective Five: Increase Angling's Economic Impact

Case Study 7: Angling Trust partnership working with the angling trade

During 2019/20 the Angling Trust has made significant progress in developing collaborative relationships with the angling trade which previously had not existed.

Initially, Angling Direct were approached to support the National Angling Strategic Services (NASS) contract. They offered to help fund the Angling Trust's 'Get Fishing' recruitment campaign resulting in a partnership to train twenty Angling Direct store managers as Level 2 angling coaches. 50% of the training costs were met by Angling Direct with the remaining 50% being provided through rod licence funded bursaries awarded by the Angling Trust.



Angling Direct
Serious about fishing

KORUM

These trained coaches will now support delivery of Get Fishing participation events centred around respective Angling Direct stores. In addition, Hassan Khan (Angling Direct Social Media Manager) was appointed an Angling Trust Ambassador and assisted with the development of a range of fit for purpose 'Get Fishing Starter Kits'. These will be retailed at a competitive price point through Angling Direct stores and online. The first of these kits, the whip fishing starter kit, was launched in February 2020 and was accompanied by an instructional video.

In August 2019, Clive Copeland, Angling Trust Head of Participation, presented to the Board of the Angling Trades Association to provide clarity on the NASS and Sport England contract work and the use of delivery budgets. Following a positive dialogue on the challenges faced to grow angling participation and the clear benefits of working together to achieve mutual outcomes, agreement was reached for the Angling Trust to deliver the Angling Trade Association's National Fishing Month and Take a Friend Fishing interventions, in 2020.

In November 2019, the Angling Trust agreed a collaboration with Korum (Preston Innovations Ltd) to support the NASS funded Get Fishing recruitment campaign. This will involve marketing and promotions support across all platforms and involve Korum sponsored anglers and appropriate resources.

Supported by the Angling Trade, the Angling Trust launched its 'Get Fishing Award' programme which is designed to achieve a regular fishing habit in angling participants. This is an exciting new "introduction to fishing" program which progressively rewards and builds confidence in a new or returning young or adult anglers. You can watch the Angling Trust's Partnership Development Manager Dean Asplin at a Get Fishing Award event run in partnership with Seven Lakes fishery at https://youtu.be/Go9eIAQ_zh8

For more information please contact Clive Copeland at the Angling Trust (clive.copeland@anglingtrust.net)

Case Study 8: Environment Agency study of angling tourism study in the Fens

Aside from generic data via national angling surveys, very little is currently known about the economic importance of angling in the Fens. The primary aim of this EA led project was to conduct research with anglers fishing in the Fenland area to ascertain the value of spending they make and therefore its economic importance.



The Old Nene, a popular venue for anglers

The area EA fisheries team used a weblink, QR code distributed via social media (Facebook) – seen by 11,500 people. EA staff also targeted anglers directly on the ground with business cards to share the questionnaire. The survey target range was 100 anglers, with 121 completing the survey. Substance, a research and technology company with vast experience into angler research collated data and reported on the findings.

In partnership with Substance a 5 minute web based ‘Smart Survey’ was designed to understand information about the angler, where they live, the kind of fishing they do, where and how much they might spend and what on. The angler survey was coupled with a business survey element to understand how angling was perceived by local businesses angling, and the importance as an income source. The questions were specific to angling, and geographically linked to the Middle Level system and businesses in the Fens, around March in Cambridgeshire.

Analysis of data

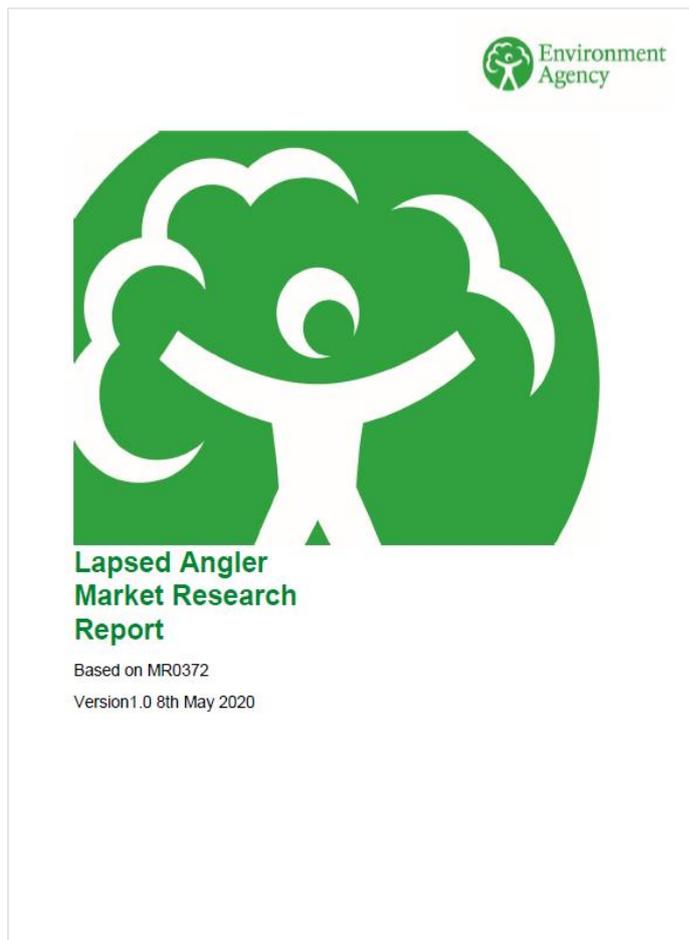
Substance reviewed the data and reported on the findings. Whilst the data set was small, the findings were very useful and in line with other similar UK fishing data. This information will be used to drive investments in angling, inform local businesses as to potential income and to help drive external investment by businesses and local authority in angling.

For more information contact Kye Jerrom (kye.jerrom@environment-agency.gov.uk)

Objective Six: Understand angling data and evidence

Case Study 9: Lapsed angler market research

The Environment Agency (EA) undertook this research to try and gain an understanding as to why those anglers who had bought a fishing licence in 2017/18 have now moved away from the sport. The findings from this work will be used to help inform marketing strategies for the EA and their partners in potentially 'reactivating' lapsed anglers.



Rod licence sales have been declining year on year for almost a decade and there are currently now 33% fewer anglers (buying a licence) than in 2010. In 2018/19 there was another decline in sales which was steeper than in previous years.

A decrease in rod licence sales and hence rod licence income has serious implications for the range of fisheries related services the EA can deliver. This is not only for EA business but also for commissioned and value-added partners.

From this piece of work the EA were looking to find out the reasons why anglers did not buy a rod licence in 2018/19 and had remained 'lapsed' until the time of survey in October 2019? This was aimed at getting a better understanding for the motives for why people have moved away from the sport.

From previous research it is known that there are a number of barriers to continued angling participation and why anglers 'lapse' and what may lead to 'churn' within the angling population; with the common ones being; not enough time, too expensive, poor fish stocks, family commitments etc.

To get a full copy of the report please contact Tom Sherwood at the Environment Agency (tom.sherwood@environment-agency.gov.uk)

Appendix

National Angling Strategy Partnership Board

Terms of Reference

The Board's Purpose:

The purpose of the National Angling Strategy Partnership Board is to:

- Have a shared responsibility for the implementation of the National Angling Strategy and a cooperative, unified commitment to making it succeed.
- Work towards the objectives of the Government's 25 Year Environment Plan through the National Angling Strategy by demonstrating how angling and the environment can help deliver improved health, well-being and economic prosperity

To achieve these aims the Board will:

- Create a delivery plan to:
 - Set out how the activities described in the National Angling Strategy are going to be delivered, by whom and when
 - Determine the relationship of activities, outcomes and aims
 - Include specific, measurable targets
 - Identify the resources required to deliver the outcomes and aims and how these will be obtained.
- Work cooperatively to secure funding for the strategy
- Work together, pool resources and make better use of existing funding
- 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

Membership of the Board:

Membership of the National Angling Strategy Partnership Board will be:

- The Angling Trust (Chair)
- The Environment Agency
- Canal & 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 IFCA's

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

Coordinating Body:

Dependent on resources being available to fulfil role the Angling Trust will be the coordinating organisation as the recognised sport's governing body in England for all of angling. It embraces sea and freshwater fishing, competition and coastal angling, participation development and angler representation.

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.



Angling for Good

National Angling Strategy
2019-2024

Delivery Plan



National Angling Strategy Delivery Plan – Priority Objectives

This delivery plan sets out the key priority objectives from the National Angling Strategy. It focuses on what is currently being done, what will be done, how success will be measured and potential funding sources and delivery partners.

The delivery plan does not cover all of the proposed outcomes from the strategy but centres on those objectives which would be able to start directly contributing to the strategy's main aims;

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.

The delivery plan will be overseen by the National Angling Strategy Partnership Board (NASPB). The members of the NASPB are:

- Angling Trust • 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 IFCA's

The aims of the Board will be to:

- Oversee implementation of the delivery plan
- Work cooperatively to secure additional funding for the strategy
- Work together, pool resources and make better use of existing funding
- Review and report performance and make recommendations

The delivery plan will be reviewed against its aims and objectives, including an evaluation of how the activities are or are not being delivered. Lessons about what has worked and what has not worked will be clearly communicated and inform ongoing delivery in a public Annual Report.

Objective	Target	What we are doing	What we will do	Measures of success	Delivery partner(s) / Resource
Increasing Awareness	New market research to extend knowledge about non-anglers, identifying the most interested audiences, the best marketing messages and enabling measures.	EA conducts market research to help it reach non-anglers (notably young people and families) and lapsed anglers. The Angling Trust and Substance have conducted insight research into lapsed anglers and there are a range of research projects on sea anglers	Agree a Memorandum of Understanding on funding and roles between National Angling Strategy partners in creating a joint approach in marketing to non-angling audiences	<ul style="list-style-type: none"> - reverse decline in rod licence sales - reduce churn rate of rod licence holders* - greater coverage of angling in mainstream media - 10% increase on numbers of sea anglers from 2018 baseline figure of 750,000 	EA, CRT, Angling Trust, ATA, research and marketing partners
	Create a central 'go to' online resource for information on how and where to fish Create comprehensive digital mapping of angling opportunities with online ticketing and signposting	The Angling Trust's Get Fishing and Fishing Info websites, and the Canal and River Trust's fishery information and other regional/local sites provide information about where to fish but these are almost certainly not well known to non-anglers.	<ul style="list-style-type: none"> - Work to support Angling Trust work on development of www.getfishing.org and www.fishinginfo.co.uk - Create comprehensive digital mapping of angling opportunities with online ticketing and signposting in development of Castbooker, Clubmate, eSpatial 	<ul style="list-style-type: none"> -10% Increased site traffic, more content for non-anglers, increased awareness of site, promotion of site through trade - New online facility to promote angling opportunities created and uptake in online ticketing 	Angling Trust, Canal and River Trust, trade backing, commercial partnering

*Baseline figure needs to be established

Objective	Target	What we are doing	What we will do	Measures of success	Delivery partner(s) / Resource
Increasing participation	Create better pathways to repeat participation, recognising industry guidance that it takes four or more sessions to 'become an angler'	EA NASS2 contract and Sport England funding is currently providing 37,000+ angling opportunities a year	<ul style="list-style-type: none"> - Work with a wider range of partners through NASS2 contract and Sport England funding to continue to improve taster sessions - Work to being able to track conversion rates to licence holders - Work on how to assess success in recruitment to sea angling 	<ul style="list-style-type: none"> - 30% conversion rate from attendee at taster session to licence holder - Obtaining a baseline number of actual freshwater anglers in England to accurately track numbers 	EA, CRT, GHoF, Angling Trust
	Recruit a wider cross section of society to get involved in angling.	<ul style="list-style-type: none"> - The Angling Trust's funded work includes specific diversity targets focusing on engaging those with a disability, those from lower socio-economic and targeting older age groups. - The BDAA has a developing online directory of accessible fisheries. 	Engage with more young people, more females, those from BAME communities, lower socio-economic groups and disabled people through targeted participation programs	<ul style="list-style-type: none"> - Increase the percentage of female rod licence holders from 5 - 10% - Increase the percentage of BAME rod licence holders from 3 - 10% - Increase the percentage registered disabled rod licence sales from 4% - 10% 	EA, CRT, GHoF, Angling Trust, BDAA, Sport England
	Explore how fishing licence holders can introduce those without a licence.	ATA previously ran the 'Take a Friendly Fishing' initiative in conjunction with the EA	Work with partners to investigate 'free fishing' alternatives	Have a number of 'free fishing' periods each year where licence holders can take a non-licence holder fishing free of charge	Angling Trust, EA, ATA

Objective	Target	What we are doing	What we will do	Measures of success	Delivery partner(s) / Resource
Social benefits	Angling for health projects should be piloted to evidence impact and develop best practice.	The Angling Trust and charities such as iCARP, Casting for Recovery and Fishing for Heroes are already providing a number of angling related health interventions	EA to provide funding via AT to support 4 pilot projects in 2019/20. Continue to develop these and other partnerships (such as social prescribing) to investigate the health and wellbeing benefits that angling delivers	Report on progress and outcomes from pilot projects to develop best practice and demonstrate to healthcare providers	Angling Trust, angling clubs, fisheries and other providers (e.g. Casting for Recovery, Angling for Heroes), Health Trusts
	Develop more schools' programmes and work with youth organisations.	<ul style="list-style-type: none"> - GHoF deliver social inclusion programmes focusing on socially excluded, BAME communities, disabled groups, women and girls. A range of other charities deliver 'angling for social benefit' projects - ensuring high standards of safeguarding and protection of children, young people and vulnerable adults is acknowledged as a priority 	<p>Work with existing providers to review current programmes with school and youth organisations and focus on where and how delivery can be improved and expanded</p> <ul style="list-style-type: none"> - Re-visit and review the Angling Trust's Safeguarding and Child Protection Charter. <p>Promote the AT website www.childreninangling.org and its resources to all involved in grassroots angling</p>	<ul style="list-style-type: none"> - More schools with education programmes* - 20% increase in Angling education and skills programme organisers who have signed-up to the S&CP Charter and can evidence the implementation of its policies, procedures and guidelines. 	Angling Trust, C&RT, GHoF, Local Education Authorities, Sport England, Fishing for Schools, Angling Projects and others.
	Help angling organisations so they can recruit, organise and train volunteers. Increasing angler engagement with environmental organisations and environmental improvement	<ul style="list-style-type: none"> - AT have recently published a volunteering guidance - Rivers Trusts, Wild Trout Trust, IFCAs, Canal and River Trust currently have a number of angler volunteers. 	<ul style="list-style-type: none"> - Promote the new guidance to improve awareness, training and opportunities for organisations to encourage greater volunteering - Work closely with organisations to sign post anglers to volunteer opportunities 	<ul style="list-style-type: none"> - Increased number of volunteers within the angling community - More anglers who sign up to volunteer with environmental organisations / projects 	Angling Trust, Canal and River Trust, EA, Rivers Trusts, Wild Trout Trust, Salmon and Trout Conservation UK, IFCAs, NCVO and others

*Baseline figure needs to be established

Objective	Target	What we are doing	What we will do	Measures of success	Delivery partner(s) / Resource
Develop sustainable place to fish	Provision of more community run fisheries and greater access to angling for all	<ul style="list-style-type: none"> - Through FIP and AIF the EA have provided approx. £500k to improve local fisheries facilities in 2018/19 and 2019/20 - BDAA offer advice on minimum design standards and provide a directory of disabled friendly fisheries 	<ul style="list-style-type: none"> - Approach local authorities and other agencies supporting community assets to see how angling interests can be developed and raise required revenue. - Build a campaign around improving access to angling - Provide more disabled angling opportunities 	<ul style="list-style-type: none"> - Demonstrate more angling opportunities have been provided through working with local authorities to open up and improve fisheries - Develop one flagship community project and one disabled access project each year for the duration of the strategy 	Angling Trust, EA, local authorities, Sport England, Heritage Lottery Funding, BDAA, fishery owners
Economic Impact	Greater involvement of angling trade in promoting and helping grow angling	AT and ATA have forged an improved relationship. AT are also in contact with several other tackle organisations to develop separate initiatives (for example bursaries for Angling Direct staff and launch of various starter kits)	Support ATA to create a marketing development plan for all the angling trade to help retain and attract new anglers to the sport	Identify targets for increasing numbers of anglers and customers for the trade (shift focus away from market share)	ATA, Trade partners
	Promotion of angling tourism	Some activities taking place in Broads and Fens areas	Better understand and support activities in 3 named pilot areas (and any other locations made known) to test the promotion of local angling opportunities, angling/accommodation packages and links with other outdoor recreation providers	Report on progress and outcomes from pilot projects to develop best practice and demonstrate to other tourism providers	Angling Trust, EA, Visit England, local authorities, Defra, DCMS and other tourism interests

Objective	Target	What we are doing	What we will do	Measures of success	Delivery partner(s) / Resource
Research and Evaluation	Delivery of an evaluation framework for reporting measures against each outcome		Develop a framework by which outcomes from Delivery Plan can be effectively evaluated	Track delivery of outcomes against objectives	NASPB
	Research into better understanding of the angling and non-angling population	<ul style="list-style-type: none"> - The EA conducts a large and survey every five years providing insight into customer behaviour. 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. 	<ul style="list-style-type: none"> - Develop a coordinated, cooperative approach to angling research. - Undertake research to better understand the angler population. - Understand the non-angling population i.e. regular, national market research with those that do not take part to inform the development of angling and delivery of this strategy. . 	Research findings used to inform marketing campaigns for angling and non-angling audiences	Marketing and research partners, angling trade, EA, Angling Trust
Implementation	Look to secure additional resources needed to help deliver the key outcomes of the National Angling Strategy	<ul style="list-style-type: none"> - EA Future Fisheries Funding programme - Building working partnerships between angling organisations and the angling trade 	Continue to explore different funding mechanisms to help fund those elements of the strategy which currently have no resource allocated	Increased revenue brought in to help deliver on the outcomes of the National Angling Strategy	NASPB