



# 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 IFCAs

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)	Potential funding source
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"> <li>- reverse decline in rod licence sales</li> <li>- reduce churn rate of rod licence holders</li> <li>- greater coverage of angling in mainstream media</li> <li>- increased number of visits to <a href="http://www.getfishing.org">www.getfishing.org</a></li> <li>- increase numbers of sea anglers from 2018 baseline figure of 556,000</li> </ul>	EA, CRT, Angling Trust, ATA	Rod licence income, trade backing
	Create a central 'go to' online resource for information on how and where to fish -with 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"> <li>- Work to support Angling Trust work on development of <a href="http://www.getfishing.org">www.getfishing.org</a> and <a href="http://www.fishinginfo.co.uk">www.fishinginfo.co.uk</a></li> <li>- Create comprehensive digital mapping of angling opportunities with online ticketing and signposting in development of Castbooker, Clubmate, eSpatial</li> </ul>	<ul style="list-style-type: none"> <li>- Increased site traffic, more content for non-anglers, increased awareness of site, promotion of site through trade</li> <li>- New online facility to promote angling opportunities created and uptake in online ticketing</li> </ul>	Angling Trust	Rod licence income, trade backing or commercial partnering



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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"> <li>- Work with a wider range of partners through NASS2 contract and Sport England funding to continue to improve taster sessions</li> <li>- Work to being able to track conversion rates to licence holders</li> <li>- Work on how to assess success in recruitment to sea angling</li> </ul>	<ul style="list-style-type: none"> <li>- 30% conversion rate from attendee at taster session to licence holder</li> <li>- Obtaining a baseline number of actual anglers (freshwater and sea) in England to accurately track numbers</li> </ul>	EA, CRT, GHOF, Angling Trust	Rod licence income, trade backing and volunteer effort
	Recruit a wider cross section of society to get involved in angling.	<ul style="list-style-type: none"> <li>- 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.</li> <li>- The BDAA has a developing online directory of accessible fisheries.</li> </ul>	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"> <li>- Increase the percentage of female rod licence holders from 5 - 10%</li> <li>- Increase the percentage of BAME rod licence holders from 3 - 10%</li> <li>- Increase the percentage registered disabled rod licence sales from 4 - 10%</li> </ul>	EA, CRT, GHOF, Angling Trust, BDAA	Sport England, rod licence income
	Explore how fishing licence holders can introduce those without a licence.	ATA previously ran the 'Take a Friend 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	Rod licence income, potential for trade backing and incentives

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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 demonstrate 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	Rod Licence Income, Sport England, Health Trusts and other new funders
	Develop more schools' programmes and work with youth organisations.	<ul style="list-style-type: none"> <li>- 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</li> <li>- ensuring high standards of safeguarding and protection of children, young people and vulnerable adults is acknowledged as a priority</li> </ul>	<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"> <li>- Re-visit and revue the Angling Trust's Safeguarding and Child Protection Charter. Promote the AT website <a href="http://www.childreninangling.org">www.childreninangling.org</a> and its resources to all involved in grassroots angling</li> </ul>	<ul style="list-style-type: none"> <li>- More schools with angling based education programmes</li> <li>- Angling education and skills programme organisers have signed-up to the S&amp;CP Charter and can evidence the implementation of its policies, procedures and guidelines.</li> </ul>	Angling Trust, CRT, GHOF, Local Education Authorities, Casting for Recovery, Dreamstore, Fishing for Schools, Angling Projects and others.	Sport England, rod licence income, Department of Education,
	Help angling organisations so they can recruit, organise and train volunteers.	Volunteers are at the heart on successful club and a thriving angling community. Their input is notable in angling participation, competitions and VBS. AT have recently published a volunteering guidance	Promote the new guidance to improve awareness, training and opportunities for organisations to encourage greater volunteering	Increased number of volunteers within the angling community	Angling Trust, Canal and River Trust	Volunteer in-kind effort, Rod licence income, Sport England



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Develop sustainable place to fish	Provision of more community run fisheries and greater access to angling	Through FIP and AIF we provided approx. £500k to improve local fisheries (angling facilities rather than habitat improvement) in 2018/19 and 2019/20	<ul style="list-style-type: none"> <li>- Approach local authorities and other agencies supporting community assets to see how angling interests can be developed and raise required revenue.</li> <li>- Build a campaign around improving access to angling</li> </ul>	Demonstrate more angling opportunities have been provided through working with local authorities to open up and improve fisheries	Angling Trust, EA, local authorities	Rod licence income, Sport England, HLF and other new funders
	Increasing angler engagement with environmental organisations and environmental improvement		Work closely with organisations to sign post anglers to volunteer opportunities	More anglers who sign up to volunteer with environmental organisations	EA, The Rivers Trust, Wild Trout Trust, Salmon and Trout Conservation UK, IFCA's and others	Rod licence income
	More disabled angling opportunities provided	FIP and AIF has helped fund platforms, pegs and pathways, including for the less able bodied. BDAA offer advice on minimum design standards and provide a directory of disabled friendly fisheries	Seek new partnerships with clubs and fisheries (especially commercial venues) to provide improved disabled angling provision	Develop one flagship disabled access project each year for the duration of the strategy	Angling Trust, BDAA, EA	Rod licence income, Sport England, HLF and other new funders

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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 increase numbers of anglers and customers for the trade (shift focus away from market share)	ATA, Trade partners	Angling trade
	Promotion of angling tourism	Some activities taking place in Lake District, 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 and other tourism interests	Rod licence income, local authorities and other new funders





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Evaluation	Delivery of a 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	
Implementation	Look to secure additional resources needed to help deliver the key outcomes of the National Angling Strategy	<ul style="list-style-type: none"> <li>- EA Future Fisheries Funding programme</li> <li>- Building working partnerships between angling organisations and the angling trade</li> </ul>		Increased revenue brought in to help deliver on the outcomes of the National Angling Strategy	NASPB	Angling trade, rod licence income, angler contributions, Govt. funding

