



Angling in 2015 - Outline implementation programme - overall targets and timetable, 2005 to 2015. (Note: this detail will be web-site based only)

Outcome 1: There are more fishing opportunities on rivers, lakes and canals and more information is available about them.

Activity	2006/07	2007/08	2008/09	2009/10	2010/11	2011-2015	Comments	
Establishing coaching helper scheme	Develop sub-level 1 certificate. Low cost short course	Support implementation ----->						JADB lead. Target numbers would be?? (x times level 2)
Increase number of angling coaches at Level 2	Identify and train coaches associated with fisheries, clubs or projects	Support implementation -----> assist with targeted funding			Take stock - revise targets and approach	Implement new		JADB lead. Target will be 2000? Part funded from WSP, Agency support as appropriate

Develop database for available coaches	Coachwise web site fully functional	Maintain and promote -----→ Improve links to appropriate web sites			JADB lead role, Agency support
Establish specialist coaching modules for 'special needs'	Support development of modules for disability -physical and mental Ethnic needs Women in angling	Support implementation -----→ Potentially fund some training for specialist coaches			JADB/BDAA /private sector lead -Agency supporting partner
National Fishing Week	Initial 3 year sponsorship complete. Take stock and progress as appropriate	Potential Phase 2 sponsorship - seek to broaden funding base -----→	Agency role should be tapered to maintenance support. -----→		Joint sponsorship with Sportsmatch, Royal Bank of Scotland and Angling Trade
Agency will only work with properly trained coaches	General policy	General Policy	January 2007 onwards Mandatory policy		Government policy dictates this approach
Identify good practice in running angling events	Statistical analysis of rod licence database plus follow up of event attendees	Share, publicise and act on results	Take stock of progress		Agency lead - input from partners who also need data
More good quality angling on inland and coastal waters is available within easy reach of population centres.	Evaluating and identifying angling opportunity in England and Wales Complete R&D project	Use the model to assess priority areas for fishery development need. Share assessment with partners -----→ Proactive and reactive development to meet needs	Take stock of progress		Internal R&D already in progress
New and restored fisheries projects - predominantly urban/sub-urban	Apply R&D output in identifying angling opportunity	Actively identify development needs -----→ Reactively respond to opportunities	Review availability of angling opportunity	Progress as informed by review	Takes forward aspects of Coarse Fish Strategy
Increase public access to existing fisheries	Produce and promote paper and web based 'Where to fish Guides'	Actively increase links between related web sites -----→ Reactively exploit opportunities to improve availability	Review availability of angling opportunity	Progress as informed by review	Initial Agency lead on Guides - seek to expand partnership

Increase the number of organised angling projects	Identify good practice and niches for schemes plus target numbers.	Promote benefits and opportunities to local and national strategic partners. Identify needs Open and exploit opportunities			Agency will support and facilitate.
Create a single source of web-based angling information for England and Wales	Examine opportunities for a strategic Project linking all relevant sites to a universal internet hub	If business analysis is positive. Scope, design and implement -----> Potential to implement via Whole Sport Plan funding plus commercial partnerships	Take stock, consider further development		Collaboration with JADB/FACT and commercial interests.
Where to fish guides - paper	Complete by Spring	Review and development process to be determined by project			Need to consider scope for collaboration with partners
Where to fish - internet service	Complete by 200?	Maintain content and improve links to related sites -----> Review arrangements and working partnerships			Potential to link existing databases and sites to avoid duplicated effort
Young anglers' badge schemes - scouts, UK Youth etc.	Develop and produce universal content and materials -	Implement ----->	Review	Implement--->	Match funding with Sport England via JADB WSP
Investigate teacher and youth workers attitudes to angling	Research via Assn of Head Teachers	Share, publicise and act on results	Take stock of progress		Agency lead - input from partners who also need data



**Outcome 2: More people, from a wider range of backgrounds, go fishing.**

Activity	2006/07	2007/08	2008/09	2009/10	2010/11	2011-2015	Comments
Overall 2%increase in licence sales per annum	----->						Current Corporate target 2%p.a on 2004/5 levels
Double participation among women by 2012 See note 1	By 2010 double awareness and comfort with trying out angling * ----->						Reduced target reflects low base-line and developmental nature of the work
Double participation by BME groups by 2012 See note 1	By 2010 double awareness and comfort with trying out angling* ----->				Take stock - input to Environment Agency Strategy - Making it Happen 3	Progress at new rate informed by years 1-5  * increase emphasis on turning new interest into participation	Reduced target reflects low base-line and developmental nature of the work
Double participation among disabled people by 2012 See note 1	By 2010 double awareness and comfort with trying out angling* ----->						Although high levels of interest, opportunity is perhaps more difficult to bring about
Increased participation by 12- 16 year olds by 20% over 5 years	----->						As measured by licence sales

Introduce 30,000 new anglers via introductory sessions each year.	-----→		Agency will support events run in partnership with JADB and others using appropriate arrangements
Increased public interest and support for angling See note 2	<p>Systematic implementation of Plan- develop media vehicles. Develop Information and influencing plans for key groups - RDAs, Las, Central Gov't, wider publishing etc. Project outcomes of R&amp;D and operational work to establish angling as mainstream - this will increase its attraction.</p> <p>-----→</p> <p>Opportunistic work -</p>	<p>Take stock, consider development</p> <p>Progress at new rate informed by years 1-5</p>	<p>Work with publishers and JADB to create strategic campaign of promotion in non-angling media. Multi-party project links with WSP. Agency might lead occasionally</p>

**Notes:**

1. These diversity targets are set at realistic, rather than proportionately representative levels. NB: 5 year interim targets relate to awareness and comfort with trying angling. Together these provide choice.
2. There are two outcomes for this work. One is in developing opportunity and public comfort with that opportunity ie, 'I know about fishing and would be happy to try it if I felt like it, but I don't at the moment'. The other is in actually increasing uptake of opportunity so increasing participation. Both are valuable and both are measurable.



**Outcome 3: Our fisheries perform better and angling keeps growing.**

Activity	2006/07	2007/08	2008/09	2009/10	2010/11	2011-2015	Comments
Developing funding streams	Influence big lottery fund priorities	Submit programme bid for angling development, liase with Sport England, Sports match JADB etc	If successful implement programme - delivery through local and national partners. ----->				BLF has socio-environmental angles to its programmes which sit comfortably with angling - especially in urban context
JADB whole sport plan	Identify and exploit opportunities to harmonise work so as to increase value for money -----> ongoing liaison with JADB/SE						WSP is subject to contract with Sport England - who provide funding
Improve the club structure and its performance	Support and promote JADB club mark initiative -----> Assist in training club based coaches						JADB lead Agency support
Evaluate the benefits of a fishery approval scheme	If supported develop using existing science base	Implement, refine and publicise ----->					
Public attitudes to angling	Telephone survey	Share, publicise and act on results			Repeat telephone survey	Share, publicise and act on results	Agency lead - input from partners who also need data
Detailed evaluation interest among older groups	Survey via SAGA or University of third age	Share, publicise and act on results			Take stock of progress		Agency lead - input from partners who also need data

Establish reasons why people lapse from angling	Telephone survey of lapsed anglers	Share, publicise and act on results	Take stock of progress	Agency lead - input from partners who also need data
Model benefits from a beginner's licence	Complete assessment ready for new contract		Implement outcome -----→	Contract renewal provides only realistic opportunity
Evaluate economic benefits of angling	Plan and execute R&D*	Implement outcome -----→		* See note 1
Evaluate environmental benefits of angling	Plan and execute R&D**	Implement outcome -----→		** See note 2
Evaluate social benefits of angling	Plan and execute R&D***	Implement outcome -----→		*** See note 3

**Notes: the following areas of R&D need to be developed in detail and fed into the Science Plan for funding, following approval. In cases where we have little experience - for example in assessing social and personal wellbeing benefits- they will require new skills to be used or new research partners to be found.**

1. Direct expenditure estimates on angling indicates about £1k per person per annum, which some have challenged. This figure needs to be better understood. Likewise the Trade estimates 20,000 direct jobs to be created. We need to understand more detail on this and to estimate the number of jobs indirectly contributed to. Angling based tourism would need to be considered here.
2. The Agency, among others, has called anglers the eyes and ears of the water environment - the public perceives angling activity as indicative of good environmental quality. We need to classify and quantify the figures that lie behind that view. We also need to evaluate the environmental consequences should angling cease. One area to investigate specifically is the relative significance of angling litter. We need to assess the benefits of angling in terms of protecting and creating water habitats as a by-product of angling needs, also where angling fits with regard to the Water Framework Directive. A good narrative on angling's historic role in lobbying and driving environmental protection and improvement
3. Early indications are that angling can have a useful social role. While information to date has tended to focus on more extreme aspects, we do need to understand:
  - The nature of the personal benefits to each angler - building on the inferences drawn from the recent CRN project on the benefits of outdoor recreation. This had limited data for angling.

- The collective benefits of >4million people enjoying their personal benefits - how absence of angling opportunity might be expressed socially.
- How local communities benefit from angling.
- What heritage or cultural value there is in angling, from a community perspective.
- What people would give to preserve angling opportunities for future generations - this needs to look at current anglers and non-anglers.
- The nature of the specific benefits and attractiveness of angling to socially excluded groups and individuals. What, if any, features are unique to, or especially strong in angling.