

National Fishing Month 2010: Key Statistics

A Report from the Social and
Community Benefits of Angling
Research

March 2011

1. Numbers of Events

National Fishing Month (NFM) is a nation wide event that seeks to promote the activity of angling through the provision of hundreds of events designed to introduce people to fishing. It combines several showcase events in each region with a wide range of local events.

National Fishing Month is owned and run by the Angling Trades Association and supported by the Environment Agency, Angling Development Board and Angling Trust. It seeks to encourage people of all ages, and especially families, to try angling regardless of the cultural or social background they come from.

In total there were 330 National Fishing Month events in 2010, held between July 17th to August 15th in England, Wales and Scotland.

2. Recording Attendances

The Angling Trades Association were responsible for recording reported attendances at NFM events. This information was sent to them by registered National Fishing Month Organisers and Angling Development Board Regional Officers. Organisers were also asked to supply data on NFM events for 2010 using a questionnaire agreed by the agencies involved. Questionnaire data was transferred to a spreadsheet *pro forma* supplied by Substance.

- The total recorded attendances was 13,500
- The number of returned questionnaires totalled 1,542
- The average number of people per event was 40

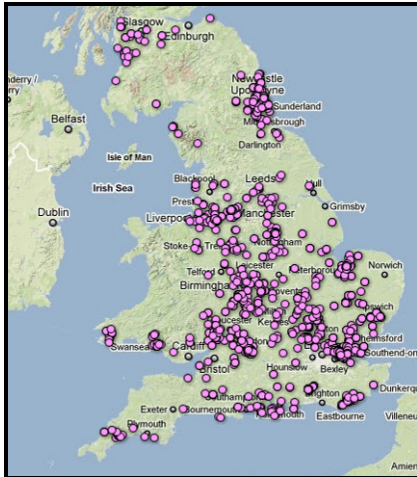
The statistics in this report are based on returned questionnaires and as such represent a good sample of 11.4% of NFM 2010 participants.

3. Geographical Distribution

By collecting postcode data of where respondents live, we are able to 'geocode' this and show distribution of participants across the country as digital map images.

3.1 National

The first set of maps show participant distributions on a national scale. The first map has individual participants marked with purple dots while the second map uses, arguably more usefully, a 'heat map' of the principal concentrations.

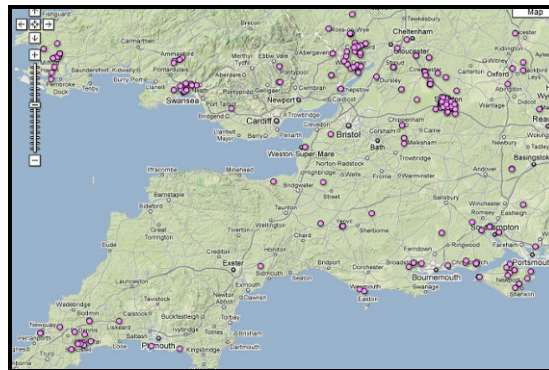


3.2 Regional

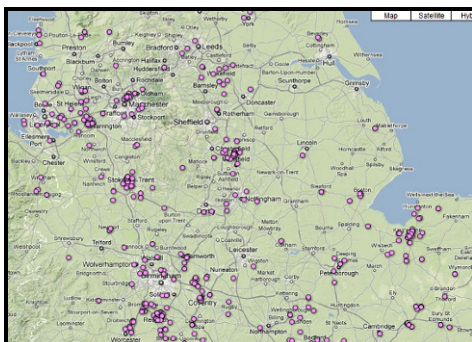
The second set of map images show concentrations in different regions.



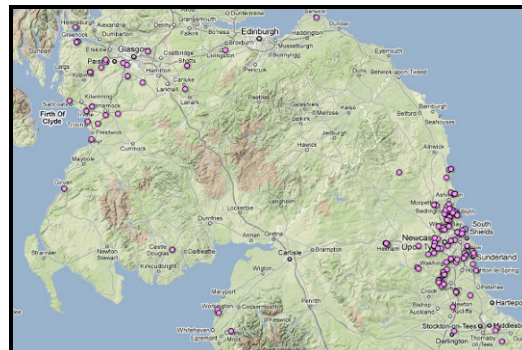
South East



South West



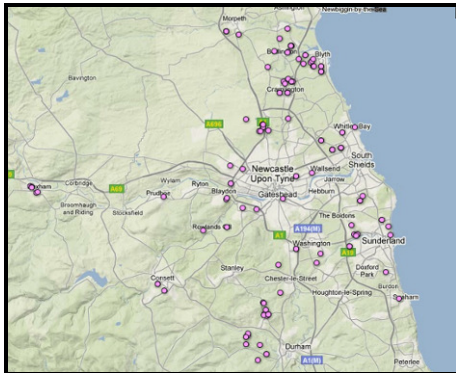
Midlands



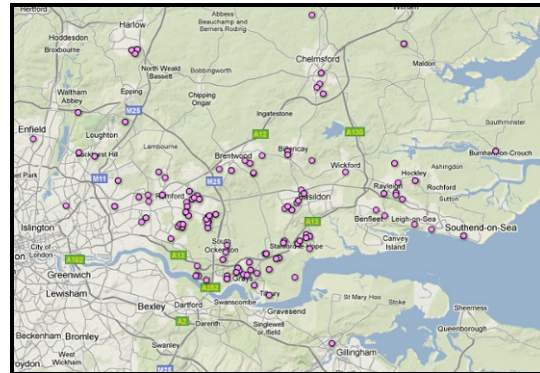
North East and Scotland

3.3 Specific Areas

It is also possible to provide map images of the respondent sample in particular areas, such as large conurbations (shown here are East London and Tyne and Wear).



Tyne and Wear



East London

3.4 Government Office Regions

We have also tabulated the distributions of the sample of participants across different Government Office Regions, the results of which are provided below (NB Wales is not included).

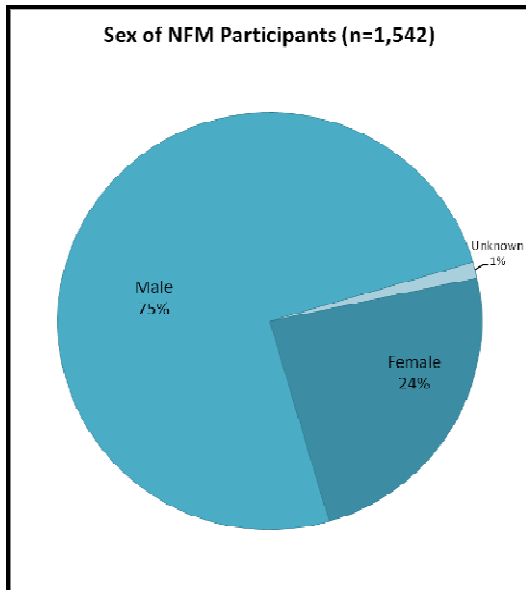
Region	Number	Percentage
East Midlands	98	8%
East of England	356	28%
London	72	6%
North East	149	12%
North West	96	8%
South East	127	10%
South West	167	13%
West Midlands	176	14%
Yorkshire and The Humber	24	2%

3.5 Event-By-Event

It has not been possible to plot attendances or attendance data on an event-by-event basis. However, this has been our first attempt at collecting data, and at the end of this report we suggest ways in which this might be achieved in future. Substance's monitoring and evaluation software, Views, is being made available to NFM in 2011 which will allow participant details to be 'attached' to particular events.

4. Sex

In this sample of 1,542 participants, National Fishing Month attracted 24% female and 75% male participants (with 1% no data recorded).



Other studies on angling participation suggest that around 5% of anglers are female (see for example the EA report, *Our Nation's Fisheries*, 2004).

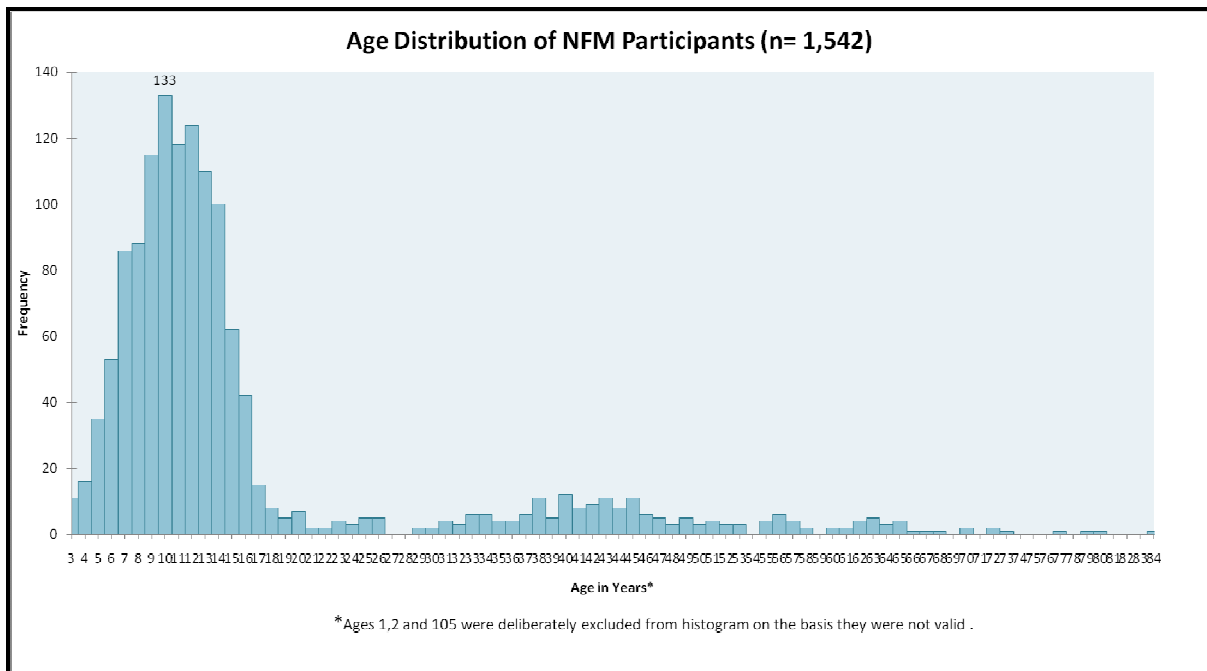
As such, the levels of female participation for NFM 2010 are very high – at just below five times that reported in the EA research.

The caveat to this results is that it is based on a sample of 11% of participants at NFM 2010 events. Understanding how this might translate into ongoing female participation in angling will require more in depth research around National Fishing Month.

However, if these proportions were replicated across all NFM events, it shows that the programme has been very successful in attracting females to angling events.

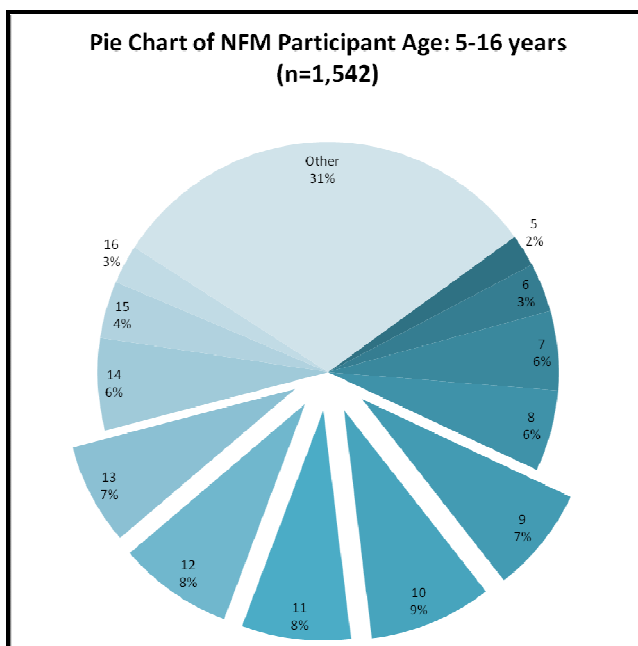
5. Age Profile

The histogram below shows the overall distribution of ages at NFM 2010 events, and clearly demonstrates the high volume of participants who were children and young people.



National Fishing Month has targeted the provision of events and introductions to fishing for people of all ages, but with a particular focus on families. Encouraging more young people is a priority for the Angling Trades Association, who own and run the event, and also the Environment Agency, the Angling Trust and the Angling Development Board, all of whom support the event.

As such it is encouraging to see the concentration of attendees within the 7-14 age range (51% of all attendees) as the pie chart below illustrates.



6. Participation in Relation to Disadvantage

Using postcode data from our sample of NFM 2010 participants we have also been able to look at what sort of areas participants come from. This information is important given that NFM aims to attract people from all backgrounds. We analysed the postcodes against the 2007 Index of Multiple Deprivation data (IMD2007) in order to illustrate whether NFM 2010 attracted people from a variety of backgrounds, or particular sections of society.

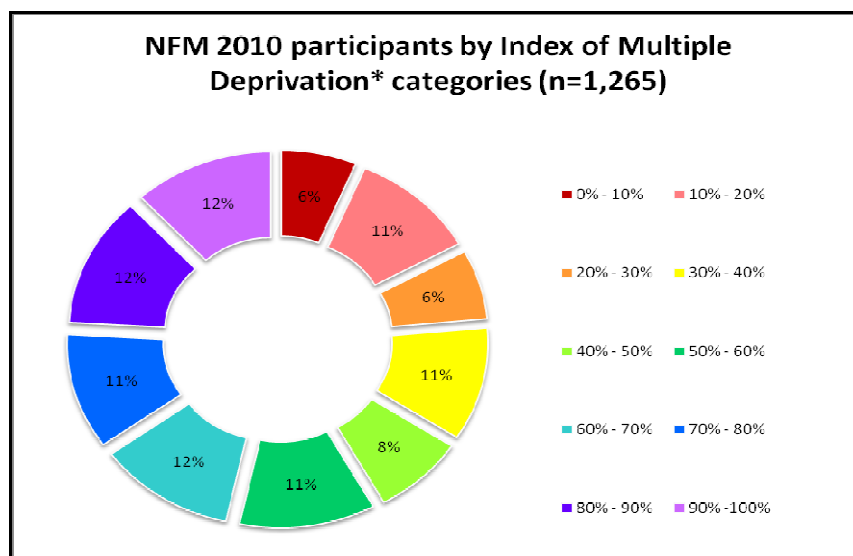
IMD2007 is the most widely accepted and authoritative measure of deprivation across England. It reports (at the administrative level of Lower Super Output Areas (LSOAs)) on seven indices of deprivation which can be recognised and measured separately. The indices are: income, employment, health and disability, education, skills and training, barriers to housing and services, living environment and crime. The 0-10% category represents the most deprived areas whilst 90-100% are the least deprived.

Category	Number	Percentage
0% - 10%	80	6%
10% - 20%	135	11%
20% - 30%	83	7%
30% - 40%	135	11%
40% - 50%	98	8%
50% - 60%	145	11%
60% - 70%	147	12%
70% - 80%	137	11%
80% - 90%	155	12%
90% - 100%	150	12%

The table above and the 'doughnut' chart below show the distribution of participants in relation to IMD2007. They demonstrate that NFM 2010 attracted people from all backgrounds, with a relatively even spread across all categories. From the IMD2007 data we can see that:

- 35% of participants were from the top 30% *least* deprived areas
- 24% of participants were from the 30% *most* deprived areas

Unlike some angling interventions, NFM doesn't set out to attract people from deprived backgrounds. As such, attracting nearly a quarter of participants from the top 30% most deprived areas - and 17% from the top 20% - is relatively impressive.



7. Ethnicity

The ethnicity breakdown of the sample provided of NFM participants is overwhelmingly white:

- 0.3% 'Black'
- 0.3% 'Mixed origin'
- 1.2% 'Asian'
- 96.7% 'White'

This reflects the generally low numbers of non-white people participating in angling in the UK.

8. Impact on Angling Participation

In order to understand if NFM was attracting new people to angling, data was collected about whether participants had been fishing before. The results were:

- 33.8% (522) had never fished before
- 57% (879) had fished before
- 10% (141) had no data recorded

When interpreting these results, it should be noted that having fished before can encompass a whole range of angling participation experience – from a one-off trip on a charter boat whilst on holiday, to years of regular angling participation. NFM may, for example, have prompted people who had not been fishing for several years to take it up again. Furthermore, these figures will include scenarios where parents, who may be anglers, were accompanying children who had not been fishing before.

More in-depth research and data collection from participants could improve knowledge about angling participation. This could include asking a sample of participants:

- If they currently held rod licences
- How often they had been fishing in the previous two years
- Whether NFM had enabled parents who were existing anglers to introduce their children to angling

National Fishing Month helps to create opportunities for people who have never tried angling to have a 'first taste' of it in order to help develop angling and increase participation in it. Using the postcode data recoded by NFM the Environment Agency should be able to cross reference those who attended NFM events in 2010 with those that went on to buy Rod Licences, which would be a very useful next step to understand NFM's impact further.

9. Type of Fishing

The overwhelming majority of events were based around coarse fishing, a situation that reflects angling provision for young people more generally. From the sample, data was recorded for 889 participants about the type of angling they were involved in at NFM 2010.

The results are:

- Coarse: 716 (80.5% of known responses)
- Sea: 70 (7.8%)
- Mixed: 22 (2.5%)
- Game: 15 (1.6%)
- Crabbing: 3 (0.3%)

10. Publicising Events

Plings is a national database of 'places to go and things to do' for young people developed by Substance and provided as a free service to NFM.

Alongside the searchable data on NFM's own website, in 2010 it was also a featured event on Plings, running for the full duration of NFM. Although some data was incomplete we were still able to advertise 191 of the 330 NFM events that took place. In total there were 2,207 'hits' via the Plings website to NFM 2010 events.

Substance have now made Plings available to:

- NFM 2011
- The Get Into Fishing Campaign being run by the Angling Trades Association
- All events for young people held by organisations that are part of: Angling Trust, Angling Development Board, Angling Trades Association and Get Hooked on Fishing.
- Angling organisations can find out about Angling Plings at:
<http://www.plings.net/thingstodo/angling>

11. National Fishing Month 2011

11.1 Plans

National Fishing Month 2011 events will fall between 16th July and 14th August. This year, early endorsement from celebrity sportsman Dean Macey will help to promote and attract attention on a much more national basis. Discussions are being held with a popular red top newspaper and a major supermarket chain in order that every PR angle can be maximised to enhance the awareness of NFM.

Currently, the participant target for 2011 stands at 20,000 – based on a minimum of 350 events. As in previous years, the angling trade will be supporting the events with donations of product and cash in order to ensure its continued success.

11.2 Data Collection

National Fishing Month is an event owned and run by the Angling Trades Association that is also supported by the Angling Development Board and Environment Agency. As such it is a partnership of both 'private' or commercial interests as well as one that has support from publicly funded organisations. It is increasingly important that angling, like other activity based sectors, is able to demonstrate its effectiveness in order to prosper.

The collection of data for NFM 2010 represents a huge step forward in recording the outputs of the event on previous years and the ATA should be congratulated for efforts they have put in to do this. The recording of basic demographic details of a sample of over 11% of participants has allowed us to produce this account of who participated and where.

In order to improve this in future years, and to record other *outcomes* as well as *outputs* of the event, additional work may be required:

- To record baseline information about whether people have fished before in order to understand how effective NFM is at introducing people to angling
- To measure the longer term participation in angling of those introduced through NFM
- To locate participant details with particular events in order to understand the effectiveness of different kinds of events
- To record other outcomes for participants, such as access to nature/green spaces
- Substance's Views monitoring and evaluation software (www.views.coop) is available to NFM for its 2011 event and could be employed to produce this 'richer' evidence.