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The Social and Community Benefits of Angling

Research Task 1

Angling Participation

Interim Report

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substance.

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Executive Summary

Recent research, including work commissioned by the Environment Agency and the Scottish Executive, has presented angling in the UK as a significant recreational activity – both in terms of participant numbers and economic impact. These studies have been effective in raising awareness of the scale of angling activity, but have directed little attention toward the nature of participation itself. There is a need for more robust investigation of what represents angling participation, the motivations that underpin angling participation, and the benefits accrued by individual anglers and host communities as a result of angling activity. The Angling Participation (Research Task 1) of the *Social and Community Benefits of Angling* research project has been designed to address this shortfall.

This component of the research project has been designed to inform public policy makers, agencies with legal responsibility for angling, the national governing bodies for angling in England and Scotland (and their local organisations), and the wider research community about two key areas of investigation, namely:

- i. What constitutes angling participation in England and Scotland?
- ii. How does angling participation deliver social and community development?

To address these questions in a meaningful way, a mix of qualitative and quantitative data is being collected at a national level. This document is the first Interim Report for this component of the research project, and draws largely on quantitative (numerical) data. The report contains results and analysis derived from data collected through a questionnaire survey of anglers in England and Scotland.

The Angler Questionnaire

The main features of the questionnaire used to survey anglers can be summarised as follows:

- The questionnaire contained 11 sections that measured general participation behaviours, participation details specific to coarse, game and sea angling, membership of clubs and organisations, motivations, future issues and demographic details;
- It was an ‘open’ questionnaire made available to any angler with access to the internet. Paper copies of the questionnaire were made available on request;
- A publicity campaign about the questionnaire, drawing on a number of promotional channels and methods was employed in order to ‘reach’ as many English and Scottish anglers as possible; and
- 2,417 responses were collected between July 10, 2009 and October 31, 2009.

Principal Findings

The Nature of Participation

- Respondents were predominantly male (97.5%), with a mean age of 48.9 years. Game angling respondents were the oldest sub-group in the sample, with approximately 30% over 59 years of age;

- Mean household income of the sample was £51,137 per annum. The majority of the sample was represented in the £20,000-£29,999 and £30,000-£39,999 categories; however, there were some quite high income levels and nearly 20% of game angling households earned more £70,000 per annum;
- More than 75% of the sample bought/read angling books and magazines, prepared and maintained tackle and rigs or watched angling content on television or films. More than 50% the sample read or contributed to angling blogs, websites or discussion boards. Attendance at club meetings or undertaking club business was an activity of approximately 44% of the sample;
- A majority proportion of respondents (59%, n=1,411) made overnight trips at least 25 miles away from home for the main purpose of angling. Game angling respondents recorded the highest proportion of angling-related travel (68%) and coarse angling respondents the lowest (55%).

The Social Organisation of Participation

- Respondents preferred to go fishing with friends (73%, n=1,737), alone (55%, n=1,324), with immediate family (41%) and with angling club members (39%);
- Almost three-quarters of all respondents were club members (73.2%, n=1,704). The most popular reason for joining a club (or to consider joining a club) was “to gain access to fishing” (86%, n=1,994). Sea angling respondents recorded somewhat different results than coarse or game angling respondents - the proportion of club members amongst sea angling respondents was only 49% (n=175) and the most popular reason for joining a club “was to be around like-minded individuals” (67%, n=229);
- The sample of questionnaire respondents included 1,050 Angling Trust members, largely due to the efforts made by the Trust to promote the research and questionnaire to its membership;
- Respondent membership of angling-related organisations encompassed 138 unique (non-club) organisations.

Personal Benefits from Participation

- Escaping crowds and noise, and experiencing natural settings, were very significant motivations for many respondents. On a 6-point importance scale, they were rated 4.9 by coarse and game angling respondents, and 4.6 by sea angling respondents. The many comments made by respondents about the importance of being close to nature and away from other people emphasised the benefits that such experiences provide, particularly rest and relaxation suggesting that angling might make contributions to health and wellbeing.
- In terms of physical activity benefits, the majority (higher than 60%) of coarse and sea angling respondents classified their participation as moderate intensity physical activity. Although self-rated, this aligns with the classification put forward by the Angling Development Board, but is higher than Sport England’s assessment of angling as low intensity physical activity;
- Over a third (34%) of game angling respondents viewed their participation as high intensity physical activity – a much greater proportion than coarse or sea angling

respondents. More detailed research into the physical activity involved in angling participation is needed to help understand these inconsistencies;

- Importance ratings of motivations relating to shared experience reinforced earlier results about the social organisation of participation and suggest the potential of angling to act as a conduit for community interaction. Spending time with friends and being alone/independent attracted higher ratings than motivations that involved spending time with family or meeting new people. Sea angling respondents recorded marginally higher ratings for all shared experience motivations, and a lower motivation for being alone;
- Benefits related to catching fish – measured using the importance ratings assigned to catch motivations – were lower than expected. Motivations such as catching big fish and lots of fish received more neutral responses (neither important nor unimportant) than any other rating. Respondents rated catching a specific type of fish higher in importance (average rating of 3.9 on a 6-point importance scale), while – with the exception of sea angling respondents – catching fish for food was rated lower in importance (average ratings of 1.3 for coarse angling respondents and 2.5 for game angling respondents).

Community Benefits from Participation

- As noted earlier, angling has a strong club and organisation element to participation, particularly compared to other activities. Angling clubs and related organisations benefit communities by helping to connect people, by building relational networks, by enabling intergenerational socialisation and by providing routes to volunteering;
- Angling offers physical and health benefits to all members of the community, as it is one of few activities that can be continued right through life. As some respondents commented, angling is also a good therapeutic activity for people suffering or recovering from health problems or to combat stress;
- Nearly 25% of the sample – 593 respondents – indicated that they contributed to environmental or aquatic habitat conservation projects. Aside from the ecological benefits these projects deliver to host communities, some angling-lead conservation projects actively engage with community members and raise awareness and appreciation of local waterways;
- Angling participation requires a series of expenditures on equipment, travel, licenses and permits, literature, memberships and other items – all purchases that contribute to local economies. From the questionnaire data the most frequently-occurring expenditure categories in the last 12 months were £501 to £1,000 (n=623), followed by £251 to £500 (n=587) then £1,001 to £3,000 (n=511).

The Future of Angling Participation

- Lack of knowledge about where to go angling is often cited as barrier to participation. Unsurprisingly, improving the quality of information about angling was rated as a very important future issue by all questionnaire respondents. Substance is looking to facilitate easier access to high quality angling information through electronic signposting and mapping initiatives;
- Both game and sea angling respondents were stronger than game angling respondents in their support of a relaxation of the restrictiveness of rights to fish

waters. Opening up waters to new users embraces a more egalitarian approach to participation, nevertheless there are legitimate questions around the capacity of natural and social environments to cope with an increase in angling demand;

- Increasing opportunities for young people to participate in angling was widely viewed by respondents as issue worth supporting (average rating approximately 4 – Very Important). However, the same cannot be said for other social groups. Increasing angling participation opportunities for minority ethnic groups was clearly rated the lowest in importance – over 40% of respondents rated the issue as either unimportant or neither unimportant nor important;
- There was little compelling evidence that respondents supported either a fee increase or decrease for rod licences (applicable to England and Wales), suggesting the current fee is about right in terms of price. Some respondents commented on what they perceive to be a lack of transparency and accountability around licence fee revenue.

Research Priorities for 2010

In addition to the further analysis and dissemination of findings from the angler questionnaire, the next phase of angling participation research will adopt a more qualitative, site-based focus. Twelve angling sites and initiatives in England and Scotland have been identified as being as representative as possible of the varieties of angling participation that exist. Over the next year, a number of visits will be made to each of the sites in order to conduct personal interviews with anglers and key stakeholders, to observe events and angler practices, and to share knowledge.

The criteria and questions that directed the first phase of investigation will remain central to the research agenda of the project - namely the personal and social benefits that angling activity generates. However, a number of key issues/questions have emerged from the analysis of the questionnaire data that will also be explored over the next 12 months. They include (but are not exclusive to):

- *How does angling contribute to key national agendas around health and well being, community cohesion and interaction, promoting volunteering and environmental improvement?*
- *Beyond the act of 'going angling', what sort of personal investments/commitments do anglers make in order to contribute to angling activities? Why do they make these investments/commitments and what benefits do they and others get from them?*
- *How does angling participation facilitate both relaxing **and** physically/mentally challenging moments, and restful **as well as** exciting moments, within the confines of a single experience? Does this characteristic explain why angling appeals to such a broad spectrum of ages and does it generate benefits for people in terms of health and well being?*
- *What is the future of the angling club as a conduit for participation?*
- *What role can angling stakeholders play in the development of a sense of community attachment to a waterway or aquatic resource?*

Angling Participation Interim Report

The fact that angling is a chancy business is one of its greatest appeals – especially in today’s regulated world. Even without the workings of the chaos principle, the angler has to work with changeable weather, the moodiness of fish, the state of the water, the proximity of anglers, the arrogance of swans, the blindness of dogs and their owners, the obstinacy of cattle. Unlike other watery activities, like boating or swimming, a whole day can pass without anything seeming to happen. Unlike non-watery activities, like tennis, cricket or football, fishing does not conform to straight lines or strict rules: its only essential rules are moral ones and, anyway, it’s not a game or a sport but a generic imperative that makes us whole again each time we give it expression.¹

1. Introduction

This report forms part of the feedback from the first year of *The Social and Community Benefits of Angling* research project, funded by the Big Lottery Fund and undertaken by Substance. It addresses the first of the research tasks – the nature and benefits of angling participation. It should be noted that this is an *interim* report only and contains results from our Angling Participation survey and initial qualitative work. Whilst this report presents some preliminary findings, it also serves to highlight emerging issues and outline the foci of the project in the coming year.

Angling for sport and recreation in England and Scotland has a long and rich participation history, and is described as one of the more popular activities in contemporary UK society. In the Environment Agency report *Our Nations Fisheries*² (2004) it was argued that more people in England and Wales go fishing than take part in any other ‘sport’. This claim referenced 2001 survey data that indicated 3.9 million people – some 9% of the population aged 12 years and above – had been fishing in the previous two years. The *Our Nations Fisheries* report also outlined the economic importance of angling participation, with freshwater angler expenditure in England and Wales estimated at more than £3 billion per year.

With regard to sea angling, the most influential research publication in recent times has been the *Research into the Economic Contribution of Sea Angling*, conducted by Drew Associates in 2004³. This report estimated that total expenditure by anglers residing in England and Wales was £538 million per year, and stated that boat anglers were responsible for a little over half of the expenditure (52%) – reflecting the importance of capital expenditures on boats and equipment.

Likewise, two angling research reports in 2004⁴ and 2009⁵ demonstrated the extent of angling participation and its associated economic impact in Scotland. Expenditure by game

¹ Yates, C. (2007) *How To Fish*. Penguin Books: London, p.53.

² Environment Agency (2004) *Our Nations Fisheries: The migratory and freshwater fisheries of England and Wales – a snapshot*. Bristol: EA, p.15.

³ Drew Associates (2004) *Research into the Economic Contribution of Sea Angling*.

⁴ Radford, A. and Riddington, G. (2004) *The Economic Impact of Game and Coarse Fishing in Scotland*. For SEERAD, November 2004.

and coarse anglers in Scotland in 2004 was calculated to be £131 million per year. In 2009 it was estimated there were 125,188 resident sea anglers in Scotland (and an additional 23,445 juvenile anglers), with total expenditure on sea angling estimated to be approximately £140 million per year.

Reports such as these are useful in apportioning a sense of *scale* to angling participation in the UK; however, they provide scant detail of the *nature* of angling participation itself – an aspect of angling which is not well understood by the public or by policymakers. Irrespective of this large gap in knowledge, claims to continue to be made about the positive impacts attributable to angling participation, particularly in regard to how angling can contribute to personal health and wellbeing, to the rehabilitation and conservation of freshwater and saltwater ecosystems, to the economic and social development of rural communities, and to the reduction in social problems such as youth offending, anti-social behaviour and truancy.

There is a need for more robust investigation into what comprises angling participation, the motivations that underpin angling participation, and the benefits accrued by individual anglers and host communities as a result of angling activity. This component of the *Social and Community Benefits of Angling* project aims to address this shortfall by collecting data and evidence, processing information, and reporting to stakeholders using a detailed, structured approach that is as representative as possible of contemporary angling policy, structures, cultures and practices.

2. Research Approach

This research has been designed to inform public policy makers, agencies with legal responsibility for angling, the national governing bodies for angling in England and Scotland (and their local organisations), and the wider research community about:

- iii. What constitutes angling participation in the UK; and
- iv. How this participation delivers social and community development.

A number of knowledge-investigation criteria were identified as part of the research approach, including:

- Definitions of angling; historical background, policy and legal contexts;
- Different angling disciplines, cultural practices and lived experiences, and how these phenomena influence personal and community development;
- The range of angling organisations and structures, and their influence upon angling-related community benefits;
- Different forms of participation and the perceived benefits of these forms of participation;
- The range of perceptions about ethical issues associated with angling; and
- Identifiable community benefits from angling developments.

So these criteria were addressed in a meaningful way, it was decided that a mix of qualitative and quantitative data would be collected at a national level. Suitable attention was

⁵ Radford, A. Riddington, G. and Gibson, H. (2009) *Economic Impact of Recreational Sea Angling in Scotland*. Edinburgh: Scottish Government.

given to ensuring the data was as representative as possible of the diverse forms of angling participation and the geographic regions of England and Scotland. Most of the quantitative data would be collected through a questionnaire-based survey of anglers. Alternatively, qualitative data would be largely obtained through in-depth interviews with key national stakeholders and through participant interviews at a wide range of local angling sites.

3. Angler Questionnaire Survey

As stated in the introduction to this report, large-scale studies of angling participation (in England and Wales) have, in recent years, been conducted by the Environment Agency and incorporated surveys of anglers. Likewise, several pieces of angling research recently commissioned by the Scottish Executive have involved angler surveys of considerable size and scope.

To avoid replicating these pieces of research, the questionnaire survey element of this research contained at least three key design differences, namely:

- i. Targeting both fresh water (coarse and game) and salt water (sea) anglers;
- ii. Making the survey available to both English and Scottish anglers; and
- iii. Using an 'open' survey approach to recruit participants as opposed to having a list or database to draw a sample from.

3.1. Survey Method

The questionnaire itself was divided into 11 sections. The first two sections contained general queries about angling participation, such as experience level, personal preferences, behaviours and lifestyle of respondents. The ensuing three sections featured questions specific to either coarse, game or sea angling participation. Respondents were asked to select which of these three types of angling they had the most interest in, and were then directed to the appropriate section. The content of questions in these sections was similar, with respondents asked to rank their favourite fish species, identify the type of water and method of angling they most regularly used, and assess how physically active their participation tended to be.

The next section focused on angling motivations. Respondents were required to rate fifteen different motivations using a scale of importance. The section that followed posed questions about club and organisational membership and rod licence ownership of respondents. After that, respondents were asked to rate the importance of fifteen issues relating to the future of angling in the next section, while the final section was designed to collect socio-demographic data.

As noted earlier, instead of drawing a random sample of respondents from a known population of interest, this survey operated as an 'open', non-random method of data collection. This approach was adopted because a population list of all anglers in England and Scotland does not exist. The questionnaire was made publicly available in an electronic format, using the online survey platform SurveyMonkey.com⁶. An attractive feature of

⁶ Go to www.surveymonkey.com for more information.

SurveyMonkey.com was its ability to support bespoke design of an online questionnaire. SurveyMonkey.com also hosted the data collection and analysis processes.

The use of a website-based questionnaire was considered to be the most cost- and time-effective method of making the questionnaire accessible to as wide an audience as possible. Paper copies of the questionnaire were made available on request (only 1 request was received) and were also used to collect data from 6 anglers surveyed by the research team at Scottish Game Fair, Scone, 3rd July 2009.

Given the non-targeted, open status of the survey, a strategic publicity campaign was employed to:

- i. Raise awareness of the research within the angling community; and
- ii. Directly recruit respondents to the questionnaire.

A variety of promotional channels were drawn on as part of the campaign; including electronic mail-outs to membership databases of angling organisations, articles in print media (newspapers and magazines), articles in angling club and association newsletters, website referrals, homepages on social networking websites, postings on angling-related discussion boards and forums, in-person distribution of promotional cards at the aforementioned 2009 Scottish Game Fair and the 2009 Country and Land Association Game Fair, and word-of-mouth endorsement. Examples of how the research and questionnaire were promoted in these ways appear in Appendix A.

The online version of the questionnaire opened for data collection on the 10th of July 2009 and closed on the 31st of October 2009. A total of 2,417 completed questionnaires were received. In terms of response, the most successful periods of data collection were linked to actions taken by the Angling Trust. The Trust issued a media release announcing the launch of the questionnaire on the 10th of July, and followed this soon after with an electronic mail-out to its membership base on the 13th of July. In the week from the 10th to the 16th of July the questionnaire collected 862 responses (or 36% of the sample total). A reminder notice sent by the Angling Trust on the 20th of October also generated a significant increase in responses.

The sampling approach was effective in attaining a large volume of responses; however, it should be noted that the approach influenced the characteristics of the sample. Essentially, there was an over-representation of experienced anglers in the sample (see ensuing sections for more detail). Some effort will be directed to amelioration of this bias; largely through interviews of less-experienced and more 'casual' anglers during the qualitative component of the participation research (see Section 4).

3.2. Survey Findings

The findings of the questionnaire are presented in the next five sub-sections of the report. Discussion of the findings has been structured so as to address a suite of questions central to the angling participation component of the project. These questions are:

- What is the nature of angling participation?
- How is angling structured as a social activity?
- What benefits to individuals receive as a result of angling participation?
- How does angling benefit the wider community?

The findings also explore the attitudes and perceptions held by respondents toward a range of issues likely to impact upon the future of angling in England and Scotland.

To supply the reader with some background statistical information about the questionnaire respondents, a boxed section entitled *Catch of the Day* (see adjoining page) has been included in the body of the report. It contains a brief overview of selected demographic and angling behaviour data.



Catch of the Day: Who Completed a Questionnaire?

This section summarises the angling and demographic characteristics of the sample in order to contextualise the findings that follow. A more complete set of this type of data, presented as tables and figures, appears in Appendix B of this report.

The key demographic characteristics of the sample were as follows:

- Respondents were predominantly **male** (n=1,943 of 1,992, or 97.5%);
- Respondents had a **mean age of 48.9 years** (n=1,991). The minimum age was 12 years and maximum age was 103 years;
- Approximately two-thirds of the respondents were **married** (n=1,298 of 1,980, or 65.6%) and a similar proportion **had no dependent children** (n=1,239/1,963, or 63.1%);
- A little over 50% of respondents (n=990 or 1,965, or 50.4%) were **employed full time**, with a further 20.2% (n=397) **retired**; and
- The **mean annual household income was £51,137**, while the mode and median values were £30,000 and £34,000 per annum respectively.



The key angling characteristics were as follows:

- In terms of the form of angling that respondents were most interested in, **59.4% said Coarse Angling** (n=1,422), **25.6% said Game Angling** (n=612) and **15.0% said Sea Angling** (n=358);
- On an angling skill level scale comprising Beginner, Intermediate, Advanced, Expert and Post-Expert levels, exactly **50% of respondents described themselves as Advanced** (n=1,202 of 2403);
- The **mean number of days per year that respondents went angling was 58 days**. The mode number of days was 30 and the median number of days was 43;
- The majority respondents said they spent **most of their time angling in England** (n=2,015 of 2,403, or 83.9%); and
- In terms of location most frequently fished, respondents nominated a highly diverse range of places spread across England and Scotland, although **Reading** (England) received the most references (n=20 of 1,716, or 1.1%).

3.3. The Nature of Angling Participation

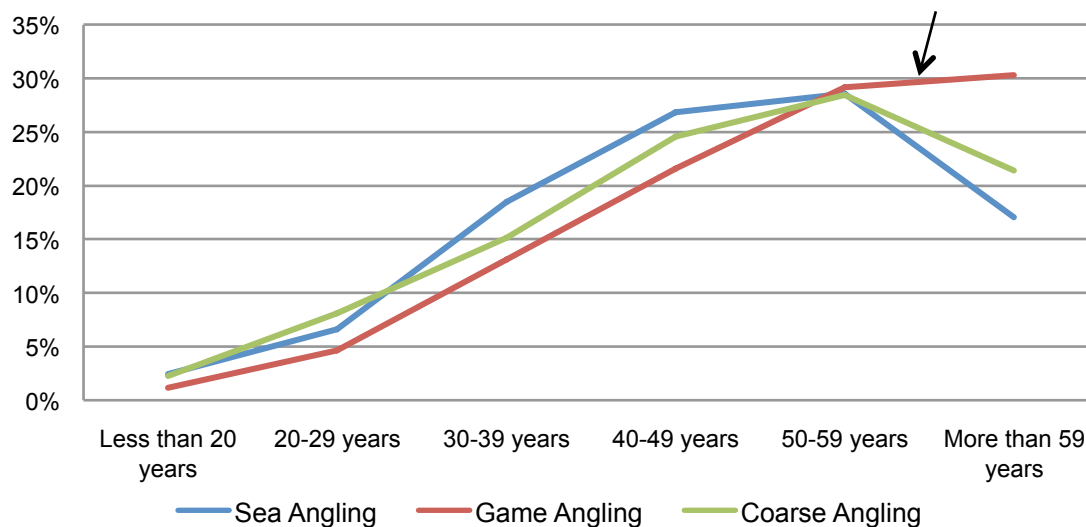
3.3.1. Participation by Age

Table 1 and Figure 1 (see below) display the age of respondents grouped into six age categories and compared according to coarse, game and sea angling types. Viewing the age category data as displayed in Figure 1 it is apparent that the distribution of age for each type of angling was, for the most part, very similar. As age categories for each type of angling increased, so too did the proportion of respondents – except for the final age category (“More than 59 years”), where there was an observable decrease for coarse and sea angling respondents but a continued increase for game angling respondents. In fact, the proportion of game angling respondents over 59 years of age was greater than 30% - the highest age category proportion for the entire dataset. This finding corresponds with results from the Environment Agency’s *Our Nation’s Fisheries* report, where game anglers were found to have the highest average age of all anglers.

Table 1: Cross-tabulation of Age Category with Type of Angling (n=2000)

Age Category	Sea Angling Count	Game Angling Count	Coarse Angling Count	Total (%)
Less than 20 years	7	6	27	40 (2%)
20-29 years	19	24	97	140 (7%)
30-39 years	53	68	181	302 (15%)
40-49 years	77	112	294	483 (24%)
50-59 years	82	151	340	573 (29%)
More than 59 years	49	157	256	462 (23%)
Grand Total	287	518	1195	2000

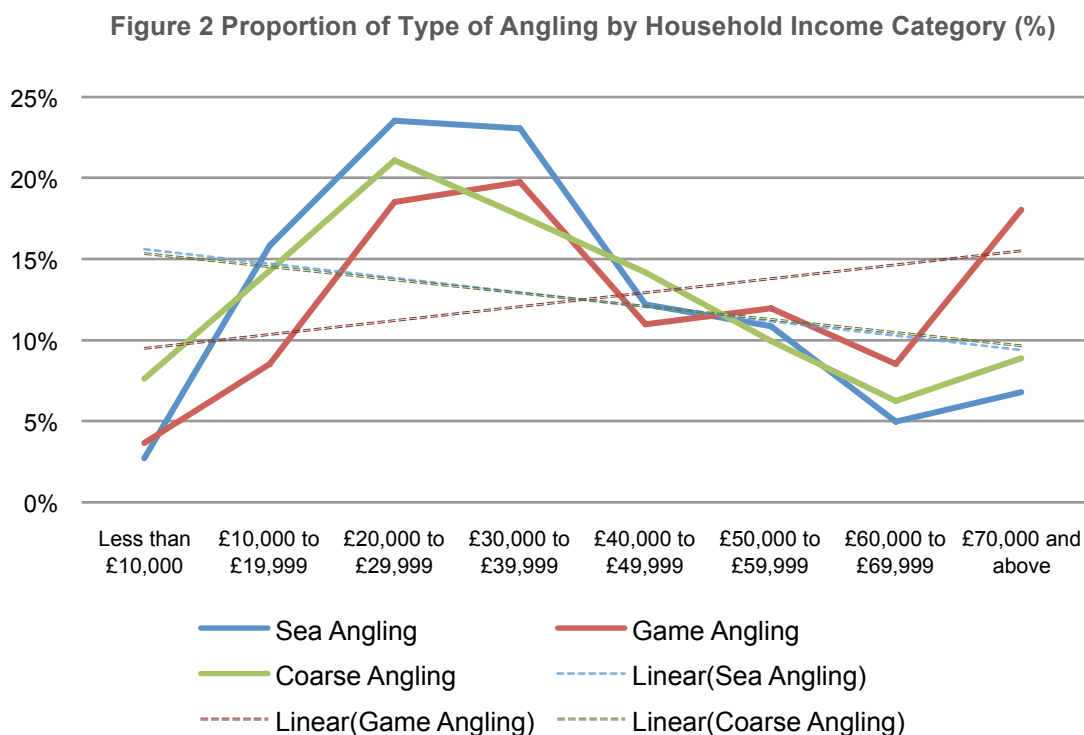
Figure 1: Proportion of Angling Type by Age Category (%)



3.3.2. Participation by Income

In Figure 2, household income data from the sample appears in eight ordered categories, ascending in portions of £10,000. Like the previous section, data has been grouped according to coarse, game and sea angling respondents. Figure 2 illustrates that the three types of angling recorded fairly similar proportion distributions. Each has a noticeable peak in either the “£20,000 to £29,999” or “£30,000 to £39,999” income category, followed by a constant decrease in proportion over the next three categories. The final income category, “£70,000 and above”, recorded a small increase in proportion for coarse and sea angling respondents and a rather sharp increase for game angling respondents.

The significance of the increase in proportion of game angling respondents in the highest income category is conveyed by the contrasting gradients of the linear trend lines in Figure 2. The game angling trend line has a positive gradient, suggesting increasing proportions as the level of income category rises, whereas the coarse angling and sea angling trend lines show negative gradients, suggesting decreasing proportions as the level of income category rises. The difference in income between game anglers and other anglers as conveyed by the data will be examined further as part of ongoing work for this research project.



3.3.3. Participation by Range of Activities

Conventional representations of angling participation tend to focus, quite understandably, on the physical actions associated with the act of ‘going angling’, such as buying a rod licence, travelling to a fishing location, casting a line or reeling in a fish. These representations are undeniably central to angling participation; however, it is equally important that such representations are extended to more accurately represent the diverse ways through which individuals engage with angling. Monitoring river fly populations, mentoring young people or maintaining a club website are useful examples of how people participate in ‘other’

ways. Cultivating a deeper understanding of what constitutes angling participation will help identify the contributions that angling makes to personal, communal and environmental health and wellbeing, and better inform those responsible for programmes, funding and policies that relate to personal and community development.

Table 2 is a cross-tabulation of participation data concerning activities associated with angling (i.e. those activities/responsibilities related to angling but not actually encompassing the act of angling itself) with type of angling data. “Buying/reading angling books and magazines” recorded the highest proportion of all responses (82.8%), while “watching angling-related television and films” was also very popular (75.5%). Indeed, it could be argued that the introduction of pay television and the expansion of free-to-air television in the UK – and the subsequent need for more content on these new channels– have resulted in more opportunities for anglers to watch angling programs than ever before.

“Preparing and maintaining tackle and rigs” was another popular activity (76.8% of all responses); however, this result was caused by higher response levels from coarse angling (85%) and sea angling (87%) respondents compared to game angling respondents (52%). Game angling respondents were more involved in paid employment (11% compared to 6% for coarse and sea anglers) and more involved in environmental and habitat improvement projects (38% compared to 20%). The latter result is undoubtedly influenced by the habitats where some sea fishing and coarse fishing takes place – for example, anglers improving the habitat of a canal or a deep-sea reef may be impossible, irrelevant, or both!

Game angling respondents were also slightly more involved in teaching or mentoring other anglers (29% compared to 20%). This result was surprising, as coarse angling is the type of angling more widely associated with coaching, taster days and initiatives involving young people. For example, of the 15 Get Hooked on Fishing projects described in the *Angling and Young People* interim report, 13 concentrate on coarse angling. Sea angling respondents were slightly more involved in reading or contributing to electronic media, such as websites, blogs and discussion boards (67% compared to 58% (coarse) and 56% (game)).

There were a number of expected differences between coarse, game and sea angling respondents given the methods commonly employed in the practice of coarse, game or sea angling. Most notably:

- i. The collection and preparation of bait was more strongly associated with coarse and sea angling respondents (60% and 56% respectively) than game angling respondents (15%); and
- ii. The tying of flies was an activity much more widely practiced by game angling respondents (68%) compared to coarse (10%) or sea (17%) angling respondents.

Table 2: Cross-tabulation of Angling Activities with Type of Angling (n=2392)

Theme	Activities	Coarse Angling	Game Angling	Sea Angling	Count of All Responses (%)
		Count (%)	Count (%)	Count (%)	
Tackle & Bait	Tying your own flies	136 (10%)	415 (68%)	61 (17%)	612 (25.6%)
	Preparing and maintaining tackle and rigs	1206 (85%)	319 (52%)	312 (87%)	1837 (76.8%)
	Collecting/preparing and maintaining your own bait	857 (60%)	89 (15%)	200 (56%)	1146 (47.9%)
Media	Buying/reading angling books and magazines	1183 (83%)	507 (83%)	290 (81%)	1980 (82.8%)
	Watching angling-related television and films	1100 (77%)	428 (70%)	277 (77%)	1805 (75.5%)
	Reading and/or contributing to angling blogs, internet discussion boards and websites	824 (58%)	342 (56%)	240 (67%)	1406 (58.8%)
Voluntary	Contributing to environmental or aquatic habitat conservation projects	291 (20%)	232 (38%)	70 (20%)	593 (24.8%)
	Teaching and mentoring other anglers	282 (20%)	177 (29%)	71 (20%)	530 (22.2%)
	Attending angling club meetings or undertaking angling club business	609 (43%)	299 (49%)	135 (38%)	1043 (43.6%)
Economic	Paid employment in an angling-related field	87 (6%)	69 (11%)	21 (6%)	177 (7.4%)
	I do not take part in any of these activities	19 (1%)	8 (1%)	3 (1%)	30 (1.3%)
	Other (please specify in the text box below)	78 (5%)	51 (8%)	31 (9%)	160 (6.7%)
	<i>Answered question</i>	1,422	612	358	2392

Comments made by respondents in the “Other” response category (n=160) demonstrate the extent of activities that could be considered part of angling participation. Thirty of the most-frequently appearing themes from analysis of these comments (there were 86 themes in total) appear in Figure 3 – a word cloud that uses size of words to signify their frequency. The content of Figure 3 shows that club themes were present in the highest number of comments (26). Many club-themed comments mentioned voluntary responsibilities such as committee positions, organising competitions, maintenance of club waters and bailiff duties (most of which appear in the word cloud in their own right). Activities involving writing about angling was the next most frequently occurring theme (21 comments). The content of writing-themed comments included non-paid writing, such as producing blogs about angling, along with contract-based writing work, such as providing a column for a newspaper or magazine. Some examples of club and writing themed responses appear below:

[I] organise club matches every Sunday. (no details given)

I am a river bailiff for my club. (52-year old male)

I am secretary of our local club and spend approx 6-10 hours per week preparing and organising (42-year old male)

I get £25 per week from Archant for weekly column. (71-year old male)

[I] write a monthly column for local newspaper. (52-year old female)

Figure 3: Word Cloud of Angling Activities



Count of themes appearing: club (26), writing (21), making (13), committees (11), website (11) [...] youth (3).

Other prominent angling activities to appear in respondent comments included positions held on committees (11 comments) and boards (4 comments), such as Scottish Fishery Boards and Environment Agency committees. Thirteen comments referred to some involvement in making angling-related items for personal use or to give or sell to others, such as building a boat, producing angling-related art and making rods, lures and floats.

There were also a number of instances where respondents spoke about contributing to programmes and initiatives with the potential to have wider community and environmental benefits, such as pond development, running charity groups, environmental rehabilitation work and mentoring/assisting other anglers. Examples of such comments appear below:

I have created a number of lakes and ponds as environmental projects of my own account.
(55-year old male)

My friend who is disabled requires lots of help with mobility as well as some tasks such as setting up rods, mixing ground bait, some more difficult casting and help netting fish so I am part-mentor and part-helper.
(62-year old male)

[I am involved with] running a charity for adults with mental health problems.
(32-year old male)

[I contribute to] work parties for club waters - river and lake.
(50-year old male)

Exploring the 'lived experience' of these activities, and how each activity – to varying degrees – can contribute to personal or community development, will be a major focus of the qualitative work in 2010.

3.3.4. Participation through Angling-Related Travel

Occasionally anglers need to travel considerable distances away from home in order to access preferred angling locations or attend angling events such as meetings, competitions or trade shows. Where this travel involves overnight stays, host communities stand to receive economic benefits from expenditure on accommodation, food, transportation and other goods and services.

Table 3: Cross-tabulation of Angling-Related Travel with Type of Angling (n=2392)

Answer Options	Coarse Angling	Game Angling	Sea Angling	Total Response Count (%)
	Count (%)	Count (%)	Count(%)	
Yes	781 (55%)	416 (68%)	214 (60%)	1411 (59%)
No	641 (45%)	196 (32%)	144 (40%)	981 (41%)
Answered question	1422	612	358	2392

The data appearing in Table 3 (above) shows frequency counts and proportions for the total number of coarse, sea and game angling respondents that, in the last 12 months, took overnight trips more than 25 miles away from their place of residence for angling-related reasons. Almost 60% of the sample said they had taken such trips, with game angling respondents making this sort of travel slightly more often (68%) when compared to sea angling (60%) and coarse angling (55%) respondents. This finding will be further scrutinised as part of the angler interviews to be conducted in 2010 – in particular, attention will be directed to exploring how angling is a means by which people develop attachments to landscapes and environments, and how they contribute to local economies.

3.4. The Social Organisation of Angling Participation

3.4.1. Angling Companionship

Table 4 is a cross-tabulation of type of angling with the most common social configuration of participation (i.e. who people tend to go angling with). The results in the table suggest very little difference in social preference across the three types of angling (coarse/game/sea). “Friends” recorded the greatest number of responses, representing approximately 30% of all responses for coarse, game and sea angling respectively. “No-one” (i.e. the respondent goes fishing alone) recorded the second highest number of responses and constituted between 20-24% of total responses for each type of angling.

Two social group categories, tour groups and guides/ghillies, featured small differences based on the type of angling in question. Sea angling respondents indicated they went angling with members of a tour group (probably a charter boat tour) more frequently than game or coarse angling respondents (5% compared to 1%). Likewise, game angling respondents indicated they went angling with a guide or ghillie more often than coarse or sea angling respondents (5% compared to 1%). Both results are not surprising given that charter boat trips are an important feature of sea angling-related tourism (the turnover of charter boats and boat-based mackerel trips in the south west of England was estimated to

be £7.7 million in a 2005 study of sea angling⁷), and that the services of a guide or ghillie are traditionally associated with fly fishing on rivers, lakes and lochs.

The Angling in the Rural Environment (AIRE) research project⁸, coordinated by Newcastle, Durham and Hull Universities and based around angling in the Swale and Ure catchments, reported that a degree of sociability exists within angling participation which contrasts sharply with the public perception of angling as an individual, isolated activity. Furthermore, based on the personal fieldwork observations of the Substance research team this year, a typical angling experience may in fact accommodate both of these situations, shifting from highly social to intensely personal moments in a fluid fashion or in response to specific contexts.

For example, during a National Fishing Week event one of the Substance research staff observed a group of young boys fishing from a beach. Despite the boys being asked to fish in pairs and given stands that held two rods, several boys took their rod from the stand and then wandered 10 or so metres away from their partner in order to fish alone. The boys who did this seemed content to be on their own, constantly looking out to sea, watching their line. However, when a fish was caught and brought to shore it transformed what was a solitary experience into a highly social moment. Other group members rushed over to look at the fish, congratulate their friend, laugh, joke and share in the excitement. Observing this behaviour, and reflecting on anecdotes (such as those told by Chris Yates in *How To Fish*, where adult anglers fish a river separately but re-unite several hours later to share stories over a cup of tea by the river), facilitates an appreciation of how a single angling excursion could provide participants with both personal and social benefits.



⁷ Nautilus Consultants (2005) *The Motivation, Demographics and Views of South West Recreational Sea Anglers and their Socio-economic Impact on the Region*. A report commissioned by Invest in Fish South West.

⁸ Wheelock, J, Oughton, E. and Whitman, G. (2009) *Well Being and the Values of Angling*, poster paper, Angling in the Rural Environment, Dissemination Conference, York, May 27th 2009.

Table 4: Cross-tabulation of Preferred Social Group with Type of Angling (n=2392)

Social Group	Coarse Angling	Game Angling	Sea Angling	Total Response Count (%) [#]
	Count (%) [*]	Count (%)	Count (%)	
Friends	1015 (30%)	450 (31%)	272 (31%)	1737 (73%)
Immediate family members	609 (18%)	223 (15%)	156 (18%)	988 (41%)
Extended family members	216 (6%)	73 (5%)	62 (7%)	351 (15%)
Angling club members	587 (17%)	205(14%)	131 (15%)	923 (39%)
No-one	817 (24%)	335 (23%)	172 (20%)	1324 (55%)
Fellow tour group members	23 (1%)	15 (1%)	44 (5%)	82 (3%)
Members of learn-to-fish programmes	40 (1%)	14 (1%)	7 (1%)	61 (3%)
An angling coach	19 (1%)	22 (2%)	3 (0%)	44 (2%)
A ghillie or guide	23 (1%)	73 (5%)	8 (1%)	104 (4%)
Other	51 (2%)	48 (3%)	11 (1%)	110 (5%)
Category Total	3400	1458	866	

[#] This percentage is the cell count expressed as a proportion of the total number of respondents who answered both questions (i.e. 2392).

^{*} This percentage is the cell count expressed as a proportion of the category total, where the category total represents all the 1st, 2nd and 3rd rated responses received.

3.4.2. Angling Club Membership

Almost three-quarters of 2,329 respondents indicated they were current members of an angling club. As Table 5 demonstrates, club membership was more prevalent amongst coarse and game angling respondents, with proportions of 79.9% and 71.4% respectively. Sea angling respondents were less likely to be a member of a club, with under 50% indicating they were current club members.

Table 5: Cross-tabulation of Angling Club Membership with Type of Angling (n=2329)

Current Member of Angling Club?	Coarse Angling	Game Angling	Sea Angling	Total Response Count (%)
	Count (%)	Count (%)	Count (%)	
Yes	1106 (79.9%)	430 (71.4%)	168 (49%)	1704 (73.2%)
No	278 (20.1%)	172 (28.6%)	175 (51%)	625 (26.8%)

Whilst the data does not afford any historical perspective of club membership (as a means of discerning trends in aggregate membership numbers), it does suggest that club membership

is significant component of angling participation. With this mind, it would appear angling in the UK does not support the arguments put forward by Robert Putnam (1995) in the USA. Putnam's *Bowling Alone*⁹ thesis linked the declining social capital of individuals in the USA with a drift away from individual membership in social organisations. Indeed, if membership of angling clubs is considered in conjunction with membership of other organisations (see Tables 8 and 9), it could be argued the sample of anglers who completed a questionnaire embody an opposite position to Putnam's thesis.

Table 6 is a cross-tabulation of coarse, game and sea angling respondents with the reasons why they have joined, or would consider joining, an angling club. The data in the table show that the most popular reason to join a club for coarse and game angling respondents was to gain the right to fish waters (93% and 87% of responses by coarse and game angling respondents). This reason was not as popular amongst sea angling respondents (55%), seemingly because rights to access the sea tend to be a public rather than privately-owned entitlement. The most popular reason for joining a club cited by sea angling respondents was "to be around like-minded individuals" (67%), although this reason was also popular amongst coarse (62%) and game (60%) angling respondents.

Table 6: Cross-tabulation of Reasons to Join an Angling Club with Type of Angling (n=2329)

Reasons to Join a Club	Coarse Angling	Game Angling	Sea Angling	Total Response
	Count (%)	Count (%)	Count (%)	Count (%)
<i>To gain access to fishing</i>	1284 (93%)	521 (87%)	189 (55%)	1994 (86%)
<i>To have opportunities for competition</i>	410 (30%)	90 (15%)	136 (40%)	636 (27%)
<i>To have opportunities for training and learning</i>	279 (20%)	158 (26%)	141 (41%)	578 (25%)
<i>To be around like-minded individuals</i>	855 (62%)	360 (60%)	229 (67%)	1444 (62%)
<i>To participate in environmental initiatives</i>	353 (26%)	224 (37%)	84 (24%)	661 (28%)
<i>To be part of the local community</i>	203 (15%)	118 (20%)	65 (19%)	386 (17%)
<i>To be part of an organisation that caters for children/families</i>	167 (12%)	54 (9%)	53 (15%)	274 (12%)
<i>Other reason not listed</i>	49 (4%)	25 (4%)	25 (7%)	99 (4%)
	<i>skipped question</i>			63

There were three noticeable differences between coarse, game and sea angling respondents in Table 6:

- i. A smaller proportion of game angling respondents cited opportunities for competition as a reason for joining a club (15%) compared to coarse (30%) or sea angling (40%) respondents;

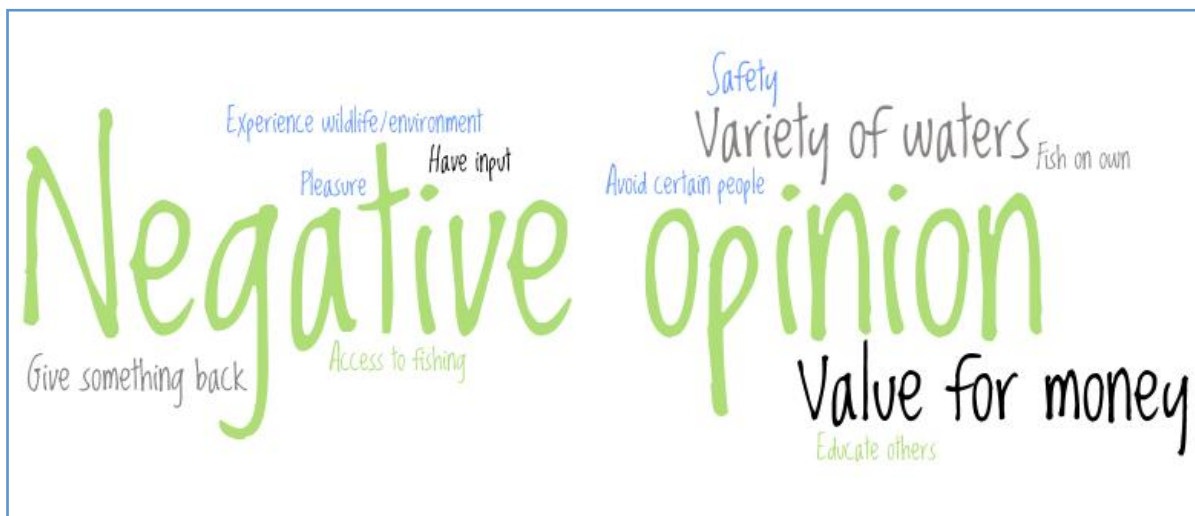
⁹ Putnam, R.D (1995) *Bowling Alone: America's Declining Social Capital*, *Journal of Democracy*, 6:1, pp.65-78.

- ii. A higher proportion of sea angling respondents viewed club membership as an opportunity for training and learning (41%) than coarse (20%) or game (26%) angling respondents; and
- iii. A higher proportion of game angling respondents had joined a club to participate in environmental initiatives (37%) compared to coarse (26%) or sea (24%) angling respondents.

Ninety-nine respondents chose the “Other reason not listed” category and were requested to describe the reason in their own words. In total, 116 responses were collected, meaning at least 17 respondents supplied a comment without needing to do so. The 12 most-frequently occurring themes from analysis of the responses have been summarised as a word cloud; see Figure 4 below. It should be noted that 14 responses were coded with 2 themes while a further 3 responses were coded with 3 themes.

“Negative opinion” was easily the most frequently-occurring theme, representing 23 responses. The negative comments made by respondents varied from carefully reasoned arguments as to why they are not club members, through to uncomplicated statements of dislike. The themes “value for money” (9 responses) and “variety of waters” (7 responses) were the next most-frequently appearing themes. Full-text examples of responses, and the themes they represent, appear immediately after Figure 4.

Figure 4: Word Cloud of Other Reasons for Joining an Angling Club



Count of themes appearing: Negative opinion (23), Value for money (9), Variety of waters (7) ... Pleasure (3).

My club provides a large number and variety of waters at a very reasonable cost. The value is far more economic and varied within my immediate locality than if I used commercial fisheries or day ticket venues.

(65-year old male; Themes: Value for money, Variety of waters)

Would never, ever, consider joining such a bunch of dickheads, thank you.

(No details given; Theme: Negative opinion)

I would never join a club as this would not accommodate my fishing style. As far as I'm concerned I wish that all the clubs be dissolved and everything [should] be on day ticket basis. Some of the fees for such clubs are extortionate.

(24-year old male; Theme: Negative opinion)

Many public venues are poorly supervised and inappropriate behaviour follows: [Club] membership promotes care & responsibility!

(68-year old male; Theme: Avoid certain people)

To provide my skills as a Coach/Instructor for the benefit of others needing assistance.

(61-year old male; Theme: Educate others)

As a committee member, to give something back to a sport that has given me so much enjoyment.

(63-year old male; Theme: Give something back)

To have a regular venue to enjoy peace & nature.

(61-year old male; Theme: Experience wildlife/environment)

Safety aspects at certain venues/times of year.

(64-year old male; Theme: Safety)

3.4.3. Affiliations with Angling-Related Organisations

Of the six angling-related organisations listed in the questionnaire (shown in Table 7), the Angling Trust recorded the highest number of members (n=1050). The high representation of Angling Trust members in the sample can be linked to the strong promotion of the questionnaire by the Angling Trust (as detailed earlier in Section 3.1) –therefore the results are by no means a perfect representation of the angling constituency as it exists in the UK. It is anticipated that a wider cross-section of anglers will be surveyed as part of the site and initiative-based qualitative work to be undertaken in 2010 (see Section 1.5 of this report) which will provide a counterpoint to this.

Table 7: Cross-tabulation of Angling-Related Organisation Membership with Type of Angling (n=2329)

Angling-Related Organisation	Coarse Angling	Game Angling	Sea Angling	Total Response Count (%)
	Count(%)	Count (%)	Count (%)	
Angling Trust	688 (49.7%)	248 (41.2%)	114 (33.2%)	1050 (45%)
Salmon & Trout Association	10 (0.7%)	154 (25.6%)	5 (1.5%)	169 (7%)
Scottish Anglers National Association	2 (0.1%)	28 (4.7%)	0 (0%)	30 (1%)
Scottish Federation for Coarse Angling	8 (0.6%)	0 (0%)	0 (0%)	8 (0%)
Scottish Federation of Sea Anglers	2 (0.1%)	0 (0%)	5 (1.5%)	7 (0%)
The Wild Trout Trust	10 (0.7%)	101 (16.8%)	3 (0.9%)	114 (5%)
Other angling-related organisation(s)*	195 (14.1%)	122 (20.3%)	55 (16%)	372 (16%)
Not a member of any of these organisations	608 (43.9%)	214 (35.5%)	197 (57.4%)	1019 (44%)

Coarse and game angling respondents were better represented in terms of Angling Trust membership (49.7% and 41.2% respectively) than sea angling respondents (33.2%). The next highest response category after the Angling Trust was “not a member of any of these organisations”, with 1019 responses. Sea angling respondents recorded the highest proportion of ‘non-members’ in the sample, at 57.4% (197 of 379).

A large number of respondents (n=372) were members of angling-related organisations not listed in the question (see the “Other angling-related organisation(s)” category in Table 7). These respondents were given the opportunity to provide the name of the angling organisation(s). In total, 402 responses were analysed (30 respondents commented with actually being required to).

Two hundred and twenty-four unique organisations were identified from the responses. If all the local, regional or national angling clubs named by respondents are excluded (none of which were intended to be collected by the question¹⁰), some 138 organisations remain. Table 8 classifies the organisations according to common purposes or foci. It demonstrates the extent of involvement in social organisations associated with respondents from the sample, and the variety of interests and community responsibilities the organisations represent.

Organisations with more than 20 references by members were species-focused groups such as the Bass Angler Sportfishing Society (n=22), Barbel Society (n=23), English Carp Heritage Organisations (n=22) and Grayling Society (n=26).

Table 8: Organisations Grouped According to Type

Type of Organisation	Count of Memberships (n)
Species-focused organisations	195
Angling clubs and associations	119
Conservation groups	82
Policy or consultancy groups	37
Fisheries and fishery associations	32
Education and training groups	20
Miscellaneous responses	12
Internet-based groups	9
Fly tying or Fly dressing	9
Trade organisations	5
Boat-based fishing groups	3
Disabled groups	3
Not a member of any organisation	3
Armed forces clubs	2
Women's clubs	1
Total Count of Membership References	535

¹⁰ The listing of angling clubs by respondents can be attributed to the lack of clear instructions in the question. The question was designed to collect information about membership of angling-related organisations not angling clubs; however, this specification was not clearly explained to respondents.

3.5. Personal Benefits from Angling Participation

Motivations that prompt participation in a given recreational activity can usually be linked to some form of benefit arising from that participation. An examination of angler motivations therefore facilitates a better understanding of the individual (and perhaps collective) benefits linked to an angling experience. Tables 9, 10 and 11 (see following pages) display how fifteen different motivations were rated (in terms of importance) by coarse (n=1389), game (n=606) and sea angling (n=348) respondents. The rating scale used to measure importance was deliberately skewed toward positive ratings (3 positions of importance, 1 neutral position, 2 positions of unimportance) in order to obtain a more precise appreciation of motive importance.

The average ratings that appear in the table were calculated on the basis that Very Unimportant=1, Unimportant=2, Neither Important nor Unimportant=3, Important=4, Very Important=5, and Extremely Important=6. To assist the reader, the highest frequency response for each motive according to coarse, game and sea angling respondents has been bolded and outlined with a black rectangle.

3.5.1. *Benefits from Catching Fish*

Table 9 data refers to catch-themed motivations, such as catching big fish, a lot of fish, a specific type of fish and catching fish for food. The lack of importance assigned by respondents to the motivation “to catch big fish” (average ratings between 3.0 and 3.6) is the most surprising finding of the table, especially when media representations of angling so frequently feature impressively-sized fish. Big fish are lauded by angling magazines, angling television programmes and angling websites. In similar fashion, the notice boards of angling clubs and fisheries post photographs of anglers displaying enormous pike, trout or cod. Carp angling is particularly enthusiastic about large specimen fish; the publicity afforded to the death of Benson the 29 kilogram “celebrity carp” this year being a particularly good example.¹¹

Respondents also rated the motivation of “catching a lot of fish” as not overly important, whereas “catching a specific type of fish” was assigned higher importance (average ratings for all three types of angling just under 4). The most significant differences between coarse, game and sea angling respondents involved the motivation “to catch fish for food”. The variability between types of angling was expected in light of the different cultural histories and practices associated with coarse, game and sea angling. For example, freshwater fish species regarded as unpalatable were central to the origins of coarse angling. Game angling, by contrast, has focused on edible fish species like trout and salmon – however, faced with declining fish populations many game anglers have embraced catch-and-release techniques.

¹¹ Low, V. (2005) *Angling world in mourning for Benson the celebrity carp*. Retrieved from www.timesonline.co.uk, 4th August, 2009.

Table 9: Cross-tabulation of Catch-Themed Motivations by Type of Angling (n=2343)

Motivation and Rating	Coarse Angling	Game Angling	Sea Angling	
To catch big fish	Count	Count	Count	Total
(1) Very Unimportant	34	39	18	91
(2) Unimportant	151	134	35	320
(3) Neither Important nor Unimportant	520	263	114	897
(4) Important	457	147	116	720
(5) Very Important	151	19	38	208
(6) Extremely Important	76	4	27	107
Average Rating	3.6	3.0	3.6	
To catch a lot of fish				
(1) Very Unimportant	49	43	24	116
(2) Unimportant	226	177	57	460
(3) Neither Important nor Unimportant	606	270	161	1037
(4) Important	340	94	81	515
(5) Very Important	120	13	20	153
(6) Extremely Important	48	9	5	62
Average Rating	3.3	2.8	3.1	
To catch a specific type of fish				
(1) Very Unimportant	35	16	14	65
(2) Unimportant	130	49	31	210
(3) Neither Important nor Unimportant	382	120	74	576
(4) Important	466	250	132	848
(5) Very Important	234	112	58	404
(6) Extremely Important	142	59	39	240
Average Rating	3.8	3.9	3.9	
To catch fish for food				
(1) Very Unimportant	1143	170	47	1360
(2) Unimportant	156	131	63	350
(3) Neither Important nor Unimportant	69	161	104	334
(4) Important	13	120	88	221
(5) Very Important	4	15	27	46
(6) Extremely Important	4	9	19	32
Average Rating	1.3	2.5	3.1	

3.5.2. Benefits from Shared Experience

Table 10 shows how respondents rated the importance of social experience motivations to angling participation. In general, the data supports the findings discussed earlier in subsection 3.4.1 of this report. Coarse, game and sea angling respondents all assigned slightly higher importance to the participation motivation of “spending time with friends” (average ratings of 3.6, 3.7 and 4.0 respectively) or “to be on my own/independent” (average ratings of 3.7, 3.9 and 3.6 respectively) when compared with “to spend time with family” (average ratings of 3.1, 3.1 and 3.4 respectively) or the “to meet new people” (3.1, 3.1 and 3.3).

Sea angling respondents recorded slightly higher average ratings for all the social experience motivations except being alone, hinting that shared experience is more central to sea angling participation. Certain modes of sea angling, such as fishing from a boat or a

pier, do tend to place sea anglers in situations where they must fish in close proximity to each other compared to game and coarse anglers. It is conceivable that participation in sea angling – for some anglers – is motivated by a desire to interact with others as much as it is an opportunity to catch fish or to be outdoors.

These findings, most notably the importance assigned by respondents to spending time with friends, help broaden popular understandings of angling participation. They illustrate that angling is not always just about catching fish, but rather that it can be a means through which friendships and social relationships are both forged and maintained, as well as offering some participants the chance to spend time alone.

Table 10: Cross-tabulation of Social Experience Motivations with Type of Angling (n=2343)

Motivation and Rating	Coarse Angling	Game Angling	Sea Angling	
<i>To spend time with friends</i>	Count	Count	Count	Total
(1) Very Unimportant	105	35	13	153
(2) Unimportant	151	69	24	244
(3) Neither Important nor Unimportant	338	143	71	552
(4) Important	498	210	121	829
(5) Very Important	199	106	75	380
(6) Extremely Important	98	43	44	185
Average Rating	3.6	3.7	4.0	
<i>To spend time with family</i>				
(1) Very Unimportant	256	95	40	391
(2) Unimportant	206	121	47	374
(3) Neither Important nor Unimportant	408	168	101	677
(4) Important	297	129	80	506
(5) Very Important	127	56	52	235
(6) Extremely Important	95	37	28	160
Average Rating	3.1	3.1	3.4	
<i>To be on my own/independent</i>				
(1) Very Unimportant	74	21	23	118
(2) Unimportant	94	48	44	186
(3) Neither Important nor Unimportant	432	152	115	699
(4) Important	435	215	78	728
(5) Very Important	244	106	58	408
(6) Extremely Important	110	64	30	204
Average Rating	3.7	3.9	3.6	
<i>To meet new people</i>				
(1) Very Unimportant	141	56	25	222
(2) Unimportant	217	102	44	363
(3) Neither Important nor Unimportant	579	225	127	931
(4) Important	340	161	115	616
(5) Very Important	85	46	26	157
(6) Extremely Important	27	16	11	54
Average Rating	3.1	3.1	3.3	

3.5.3. Benefits from Natural Settings

Table 11 demonstrates the high level of importance that all respondents assigned to angling participation as a way of experiencing nature and removing themselves from crowds and noise (average ratings of 4.9 for coarse and game anglers and 4.6 for sea anglers).

Table 11 Cross-tabulation of ‘Escape’ Motivations with Type of Angling (n=2343)

Motivation and Rating	Coarse Angling	Game Angling	Sea Angling	Total
To experience nature and scenery	Count	Count	Count	
(1) Very Unimportant	16	13	5	34
(2) Unimportant	8	4	5	17
(3) Neither Important nor Unimportant	73	10	27	110
(4) Important	376	150	126	652
(5) Very Important	494	226	105	825
(6) Extremely Important	422	203	80	705
Average Rating	4.9	4.9	4.6	
To escape crowds/noise				
(1) Very Unimportant	21	12	5	38
(2) Unimportant	20	9	9	38
(3) Neither Important nor Unimportant	88	28	33	149
(4) Important	324	147	104	575
(5) Very Important	475	216	114	805
(6) Extremely Important	461	194	83	738
Average Rating	4.9	4.9	4.6	

This level of importance was also evident from the text-based comments received from respondents, three examples of which appear below:

When I am fishing I am not on this planet. My entire world just sinks with the lead and I switch off. Hearing nature’s calls from dawn till dusk is like the start of life and the end of life. There is nothing like it and I have never found such peace when taking part in any other sport.

(43-year old male)

When fishing I am consumed by the experience, to the extent that I do not think of anything else for the hours I am at the river/lake/sea. I am immersed in the experience and the natural world, relaxed and stress-free.

(56-year old male)

I like being close to nature, if you fish on your own with no disturbance you see a lot of animals/birds behaving naturally, which you don't see if there are a lot of people, noise, dogs or boats around.

(52-year old male)

The descriptive language appearing in these comments conveys a sense of focus and mental absorption that is clearly part of the angling experience for some participants. The

comments used expressions like feeling “peace” and experiencing a “relaxed and stress-free” state, which infer that rest and relaxation – collectively very important motivations for participation (see the results of Table 13) – are closely linked to the desire to escape crowds and experience nature and scenery. Figure 5, a word cloud of the 12 most-frequently occurring themes, illustrates how often the themes of rest and relaxation, and nature and scenery, pervaded respondent comments about their motivations.

Figure 5: Word Cloud of Comments about Angling Motivations



Count of themes appearing: Rest and relaxation (50), Nature and scenery (27), Social aspects (17) ... Various (6).

The rest and relaxation afforded by the natural and social characteristics of angling has significance to issues of personal health and wellbeing. Against a backdrop of public sector concern over levels of physical and mental health in the UK¹², anecdotal evidence suggests that angling (as well as other outdoor recreation) can contribute toward improved health and well being in a number of ways - physical activity, health promotion, reducing stress and facilitating access to ‘green spaces’. However, there is at present no research on angling in the UK that provides evidence specifically in this regard, although there is an increasing public profile of its potential¹³.

3.5.4. *Benefits from Personal Development and Wellbeing*

The opportunities to experience skill development and personal challenge through angling were rated as important motivations to participate by coarse, game and sea angling respondents (average rating scores of 4.3 and 4.4), as was the prospect of angling participation generating “moments of excitement” (average rating score of 4.5), see Table 12. Rest and relaxation were rated even higher (average ratings of 4.6 and 4.7), presenting an intriguing juxtaposition, namely, is it possible for an angling experience to provide an individual with rest and relaxation benefits as *well as* moments of excitement?

¹² Audit Commission and Healthcare Commission (2008) *Are We Choosing Health? The impact of policy on the delivery of health improvement programmes and services*. London: Audit Commission

¹³ Monbiot, G. (2009) Hooked. *Guardian Weekend, The Guardian*, 22.8.09

They appear contradictory outcomes, yet the importance ratings recorded by both motivations from across the sample suggests they are not mutually exclusive. The contradiction was noted (and described as such) by a particularly young respondent:

Although being physically active and resting and relaxing contradict each other, I feel it is possible to do both at the same time, as although I am active, being fishing helps me relax away from the urban town life.

(16-year old male)

Precisely how these two motivations manifest themselves in a fishing experience will be explored further as part of the qualitative research work described in Section 4 of this report.



Table 12 Cross-tabulation of Personal Development& Wellbeing Motivations with Type of Angling (n=2343)

Motivation and Rating	Coarse Angling	Game Angling	Sea Angling	
To develop skills and abilities	Count	Count	Count	Total
(1) Very Unimportant	18	13	5	36
(2) Unimportant	44	17	10	71
(3) Neither Important nor Unimportant	205	66	53	324
(4) Important	557	225	134	916
(5) Very Important	366	179	91	636
(6) Extremely Important	199	106	55	360
Average Rating	4.3	4.4	4.3	
To challenge myself				
(1) Very Unimportant	26	18	9	53
(2) Unimportant	48	24	8	80
(3) Neither Important nor Unimportant	220	93	71	384
(4) Important	471	178	101	750
(5) Very Important	385	182	92	659
(6) Extremely Important	239	111	67	417
Average Rating	4.3	4.3	4.3	
To experience moments of excitement				
(1) Very Unimportant	19	14	10	43
(2) Unimportant	35	6	6	47
(3) Neither Important nor Unimportant	152	56	50	258
(4) Important	482	223	107	812
(5) Very Important	412	183	98	693
(6) Extremely Important	289	124	77	490
Average Rating	4.5	4.5	4.5	
To be physically active				
(1) Very Unimportant	49	12	9	70
(2) Unimportant	101	25	14	140
(3) Neither Important nor Unimportant	538	104	85	727
(4) Important	442	252	121	815
(5) Very Important	175	148	77	400
(6) Extremely Important	84	65	42	191
Average Rating	3.6	4.1	4.1	
To rest and relax				
(1) Very Unimportant	32	17	6	55
(2) Unimportant	32	9	7	48
(3) Neither Important nor Unimportant	106	54	37	197
(4) Important	395	184	90	669
(5) Very Important	396	180	95	671
(6) Extremely Important	428	162	113	703
Average Rating	4.7	4.6	4.7	

Data representing the importance of physical activity as a motivation to participate in angling also appears in Table 12. Coarse angling respondents rated this motivation slightly lower than both game and sea angling respondents, which supports the physical activity intensity data collected by survey (see the boxed text entitled *Working Up A Sweat?*).

Working up a Sweat? Angling as a Form of Physical Activity

Conflicting claims have been made about the intensity of physical activity associated with angling. Anecdotal evidence suggests there is a public perception of angling offering participants little in terms of physical activity. Sport England currently classifies angling as a low intensity activity, and because Sport England funds sports according to the amount of physical activity that participation involves, this classification restricts the amount of funding available to angling. The Angling Development Board (ADB) has argued that angling involves moderate levels of physical activity and has requested a review of the Sport England classification. In their Whole of Sport Plan 2009-2013, the ADB stated that:

“The ADB is currently heavily reliant upon Sport England funding and has limited capacity to address all identified gaps. Resources are needed for the ADB to increase adult participation in angling. The ADB have provided valid research which reveals that certain types of angling participation can be of a moderate intensity and for some people of a high intensity. Therefore the ADB have requested that the intensity classification of angling be reviewed. In response, Sport England has agreed to the inclusion of an additional question in the Active People Survey to identify the impact of angling participation upon breathing rate.”¹⁴

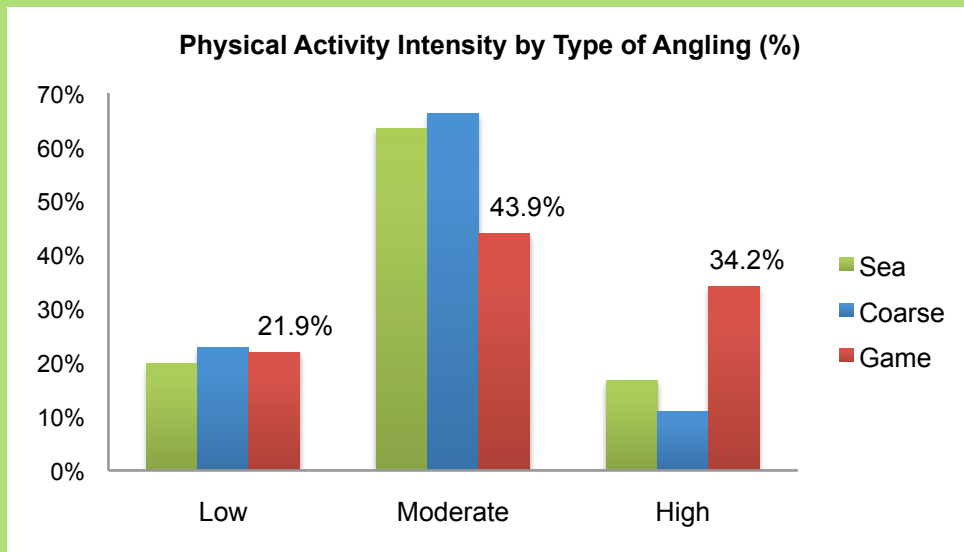
This research project supports any attempt to develop a physical activity intensity classification that caters for a range of participation modes. Such an approach would, however, necessitate a more targeted funding strategy and would require careful planning to avoid creating divisions amongst angling constituents.

Regardless of how it is classified, there can be little argument that angling has certain characteristics that make any generalised assessment highly problematic. For example, the three recognised types of angling (coarse/game/sea) can vary substantially in terms of the physical activity inherent to their practice. This variation occurs not only between, but *within*, each type. For example, the act of sea angling from a beach is likely to entail a much greater amount of physical activity (e.g. casting beyond the surf, walking up and down the sand) than sea angling from a boat. Furthermore, resources that host angling activity can have considerably different attributes (e.g. topography, facilities, weather), which in turn influence the intensity of physical activity required to participate.

The bar chart below displays how respondents assessed the intensity of physical activity associated with their participation in either sea, coarse or game angling. A comparable proportion of coarse, sea and game angling respondents (approximately 20%) classified their participation as low intensity; however, there was a noticeable difference between game angling and the other two types of angling in the moderate and high intensity classifications. Essentially, considerably fewer game angling respondents viewed their participation as moderately intensive physical activity when compared to coarse or sea angling respondents, while many more game angling respondents viewed their participation as highly intensive physical activity. High intensity physical activity was also a feature of the physical activity data collected from game anglers in Assynt, for specific figures refer to the *Angling and Rural Areas* interim report.

(cont. over page)

¹⁴ Angling Development Board (2009) The Angling Whole Sport Plan 2009-2013



Comments made by questionnaire respondents provide further insight into the relationship between angling and physical activity. It is interesting that a number of the comments referred to a physical disability or health condition; from 128 coarse angling respondent comments, 33 mentioned how a disability impaired their physical activity, while a further 15 referred to personal health problems. In some cases, respondents told how angling was an important part of their recovery, or how angling was one of the few activities they could manage given their physical limitations.

There is a need for meaningful research about the contribution angling has to make to increasing physical activity in society, not just in terms of the extent it leaves you breathless or makes you sweat, but how as a form of physical activity it delivers therapeutic or quality of life benefits, or how it can help rehabilitate or ameliorate health problems. Further analysis of the angler questionnaire data, in conjunction with qualitative data collected as part of the fieldwork described in Section 3.7, will help clarify understandings of the physical benefits of angling participation.

3.6. Community Benefits from Angling Participation

Identifying community benefits from the questionnaire data is a more complicated task than other areas of analysis – partly because there were no specific questions about community benefits in the questionnaire, and partly because it is easier for questionnaire respondents to answer from a personal perspective rather than a collective one, especially the wider community outside of angling. Bearing this in mind, the discussion in the following subsections tends to examine data *related* to a positive outcome for communities rather than actually being *evidence* of a positive outcome. Data specific to community benefits will form an important part of the 2010 fieldwork around angling sites and initiatives.

3.6.1. *Socialisation and Social Capital*

Contemporary society is laden with public concern around the declining membership of community groups; however, angling – via its social structure of clubs, organisations and associations – contributes much to the fabric and social capital of community life. Clubs and organisations help to connect people with each other, facilitate the formation and maintenance of relational networks, and consolidate trust, altruism and reciprocity in civil society¹⁵.

The high proportion of club membership (73.2% of respondents, see Sub-section 3.4.2 of this report) and organisational participation (Tables 7 and 8 of this report) amongst questionnaire respondents is indicative of how social networks are almost an inherent feature of angling participation. These networks extend well beyond angling-specific interests; for example, there were 82 references to conservation groups made by respondents (see Table 8).

Angling clubs support friendships, collegiality and intergenerational relationships. Gaining access to fishing rights may well have been the most popular reason to become a member of an angling club (86% of respondents, see Table 6); significantly, however, the second most popular reason was to be around like-minded individuals (62%). Respondents also enjoyed the company of fellow anglers whilst angling– 39% of all responses ranked club members as either their 1st, 2nd or 3rd choice of angling companions. Comments such as “to be part of a team” (No details given), “to help pass on my knowledge to junior members and give them a pastime for life” (50-year old male) and “to be around people who care for fish and the environment” (44-year old male) convey the social value that some respondents attached to their club membership.

3.6.2. *Physical Activity, Health and Wellbeing:*

Ensuring the physical health and fitness of communities has become a strategic policy area for national governments. One of five main policies under *Healthy Weight, Healthy Lives: A Cross-Government strategy for England* (January 2008) was a commitment “to build physical activity into our lives”¹⁶. Scotland has a national *Physical Activity Strategy* with similar provisions. As the discussion and statistics in the boxed section *Working Up a Sweat* revealed, angling can offer people of all ages and capabilities certain health and physical activity benefits. Data from the questionnaire regarding physical activity as a motivation for angling participation showed that 815 respondents (34.8%) rated physical activity as an important motivation.

Although the intensity of activity varies, angling participation transports individuals into outdoor settings and typically involves a combination of walking, lifting, casting and retrieving. These actions are common to all types of angling, and can involve considerable exertion, as the following respondent comments illustrate:

¹⁵ Alessandrini, M.J. Is Civil Society an Adequate Theory? *Third Sector Review*, 8, (2) pp. 105-119.

¹⁶ See <http://www.dh.gov.uk/en/Publichealth/Healthimprovement/Obesity/index.htm> , accessed 1st December 2009.

More effort and energy expended going fishing than going to the gym!!!

(No details given; coarse angler)

Fish spotting is crucial to being able to capture your quarry; I usually climb at least 5 trees and walk 2 miles every time I fish.

(No details given; coarse angler)

Wading in stoney spate rivers and negotiating difficult bank-side conditions is good exercise as well as walking several miles of easy bank-sides.

(59-year old male; game angler)

As an example of how physical sea angling can be, I often give the examples of having in the past walked more than eight miles in a fishing match, made a 600ft cliff descent and subsequent ascent and weighed myself before and after a hard bait digging session and recorded a 4 1/2lb weight loss. Angling is as physical as you want to make it.

(61-year old male; sea angler)

In the same manner as mass-participation activities like cycling and walking, most participation in angling could be described as leisurely or recreational rather than competitive. This classification positions angling differently to sports or activities where participants oppose one another, such as tennis or football. Angling should, therefore, appeal to those in the community seeking physical activity without the pressure or intimidation of competition.

3.6.3. *Environmental Conservation and Rehabilitation:*

Many anglers are involved in activities that contribute to improved environmental conditions around waterways. Data in Table 2 showed how approximately 25% of the questionnaire respondents (593) “contributed to environmental or aquatic habitat conservation projects”. The nature of such contributions by anglers can differ, but might involve bank or shoreline re-vegetation, monitoring of fish, invertebrate and other species populations, the removal of invasive species, the collection and removal of rubbish and human waste, and larger tasks such as the installation of flow deflectors, artificial reefs and fish ladders. The *Trout in the Town* (TinTT) initiative, developed by the Wild Trout Trust and detailed in Section 4.3 of this report, is a particularly good example of such a project.

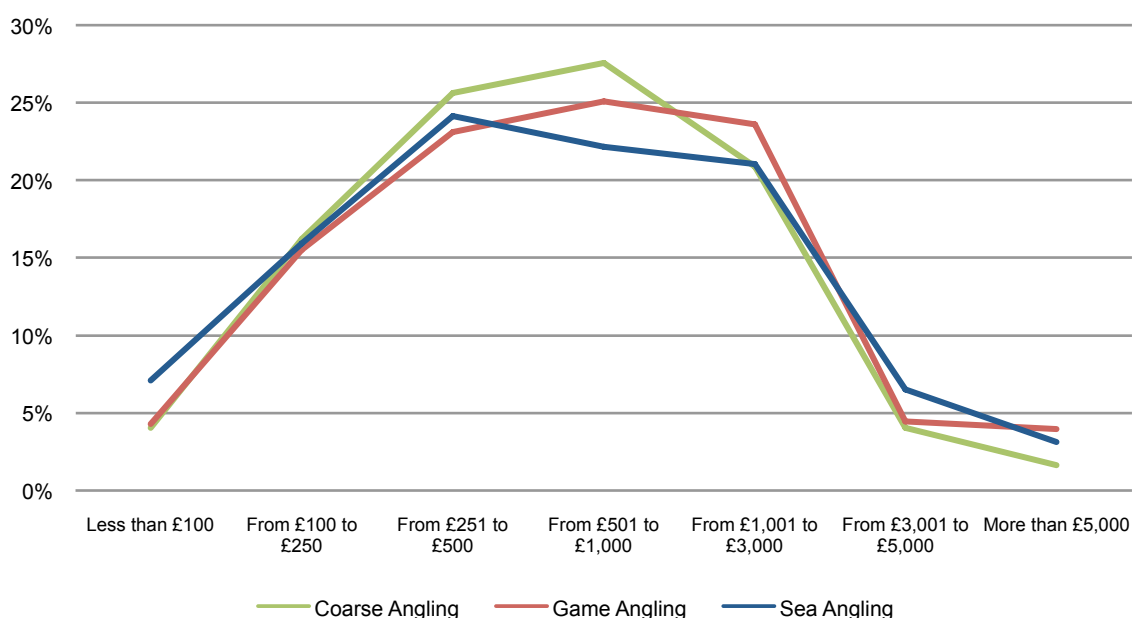
Commitment to improving or maintaining the health of the environment can have significant benefits for communities, particularly if efforts are made to engage with other community members as part of the process. In these scenarios, there is a potential for positive social outcomes to be achieved alongside positive environmental outcomes for the resource in question. These include an enhanced community awareness and nuanced appreciation of the local ecosystems, heightened commitment to the maintenance and care of the environment, greater socialisation between community members and the development of a sense of ownership and pride in the area.

3.6.4. *Economic Benefits*

In order to participate on an annual basis, anglers purchase a mix of equipment (rod, reel, tackle, clothing etc), permits and licences, memberships, literature and other items. Angling-based holidays and travel add substantially to this investment. Angling expenditure has benefits for communities largely in terms of impact on local economies and the related effects this has on employment and community prosperity. These issues are explored in more detail in the *Angling and Rural Areas* interim report for this project.

Figure 6 displays data of angling-related expenditure over a 12 month period according to coarse, game and sea angling respondents. The data excludes any angling travel expenditures. It is apparent from Figure 6 that there was virtually no difference in terms of expenditure patterns between the three types of angling, and that the highest proportion of respondents were distributed fairly equally (approximately 21-27%) across three expenditure categories, “From £251 to £500”, “From £501 to £1,000” and “From “£1,001 to £3,000”.

Figure 6: Type of Angling by Angling-Related Expenditure in Last 12 Months



The range of £2,749 covered by the 3 most popular categories is considerable, and not attributable to differences between types of angling participation. It is partially explained by the comments of some respondents, who remarked how they had recently made purchases of expensive equipment that would not usually be included in their annual expenditure. Other respondents incurred substantial costs involving purchase of bait, maintenance and upkeep of boats, vintage rods or reel collections, competition fees and equipment for dependent children. Equally, other respondents admitted their costs were substantially reduced because their occupation, voluntary post or social network provided them access to equipment, tackle, boats, fisheries or angling travel without charge.

3.7. The Future of Angling Participation

The sub-sections that follow analyse how respondents rated the importance of a range of issues that may influence the future of angling participation. The analysis only draws on a

selection of the available data – a table containing the entire dataset can be found in Appendix B.

3.7.1. *Knowing Where to Go*

Research conducted by the Environment Agency in 2001¹⁷ identified that a lack of knowledge of where to go fishing (within an easy travelling distance) was a principal barrier to participation amongst non-anglers and lapsed anglers. It was therefore of no surprise that respondents to the angler questionnaire rated improving the quality of information about angling as a very important issue (see Table 13). Using a scale where 3 was “Important” and 4 was “Very Important”, the average rating ranged from 3.69 (sea angling respondents) to 3.8 (game angling respondents) to 3.93 (coarse angling respondents).

Table 13: Cross-tabulation of the Importance of Quality Angling Information with Type of Angling (n=2304)

Issue and Rating	Coarse Angling	Game Angling	Sea Angling	Total
	Count (%)	Count (%)	Count (%)	
<i>Improving the quality of information about angling</i>				
(1) Unimportant	10 (0.7%)	3 (0.5%)	6 (1.8%)	19
(2) Neither Unimportant nor Important	34 (2.5%)	38 (6.4%)	27 (8.1%)	99
(3) Important	454 (33.1%)	210 (35.2%)	114 (34%)	778
(4) Very Important	407 (29.7%)	167 (28%)	99 (29.6%)	673
(5) Extremely Important	458 (33.4%)	176 (29.5%)	83 (24.8%)	717
Unsure	9 (0.7%)	3 (0.5%)	6 (1.8%)	18
Average Rating (1-5)	3.93	3.80	3.69	

Two initiatives with considerable potential to improve the quality of information about angling are the development of a tool by Substance, called *Plings* (*helping young people access ‘places to go and things to do’*) and using online maps published by the Ordnance Survey (OS) to develop accessible, interactive repositories of information about fishing locations.

To date, Plings has been used in conjunction with Local Authorities (LAs) to help ensure young people have access to positive leisure time activities. Plings helps LAs gather, manage and share positive activity information about facilities (places to go) and positive activities (things to do) with young people, parents and the rest of the community. Substance is looking to work with angling-related organisations to develop Plings for angling (see the *Angling and Young People* interim report for more information about Plings).

The use of online OS mapping technology to develop accessible and interactive angling information resources has been a successful feature of the Assynt component of the *Social and Community Benefits of Angling* project (see the *Angling and Rural Areas* interim report for more information about the OS map tool). There is considerable potential for applying a similar approach to that used in the Assynt research and developing an electronic mapping resource of fishing locations for the rest of the UK. Substance is currently investigating how such a resource might be constructed.

¹⁷ Simpson, D. and Mawle, G. (2001) *Public Attitudes to Angling*. Environment Agency R&D Project W2-060/TR, p.40.

3.7.2. *Gaining the Rights to Access Waters*

Table 14 contains responses by coarse, game and sea angling respondents that rate the importance of relaxing restrictions on rights to access waters. Although more than 75% (n=1,680) of all respondents considered “making rights to access waters less restrictive” as either an “Important”, “Very Important” or “Extremely Important” issue, approximately 20% of game angling respondents rated it as “Neither Unimportant nor Important”, and a further 11.9% rated it “Unimportant”. This somewhat small difference between game anglers and the rest of the sample is worth further discussion, as it alludes to a more complex – albeit hypothetical – situation.

If rights to access waters in the UK were somehow made less restrictive, it is foreseeable that there would be a corresponding rise in angling demand. This rise in demand would manifest itself as either: (i) an increased number of anglers participating; (ii) an increased number or extent of waters being fished; or (iii) some combination of these two scenarios. Moreover, there are financial incentives for fishery stakeholders to reduce barriers to participation, with public funding available to finance facility or environment improvements provided it can be demonstrated that access to waters is being improved. This is especially the case where improved access is shown to be inclusive of young people and other target social groups. Such outcomes augur well for those with an interest in the development of angling, but at the same time they pose difficult questions about the capacity of existing environmental resources to cope with increased demand, and the possible impacts that greater numbers of anglers or increased levels of angling pressure would have on the quality of angling experiences.

Game angling effort, in particular river fishing for wild trout and salmon, is likely to be highly sensitive – both ecologically and socially – to increased angler numbers and/or greater levels of angling pressure. Moreover, sea angling and coarse angling possess certain attributes, such as stocked still-waters, pegged marks from which to fish and charter boat trips, which affords them a much stronger position – in ecological and social terms – to cope with increases in levels of demand (there are, of course, exceptions). However, even here concerns about stock levels (particularly in the sea) mean that great care is needed.

These arguments help to explain why fewer game angling respondents than coarse or sea angling respondents viewed the relaxation of rights to fish waters as an important issue (31.8% of game angling respondents rated the issue as important or higher compared to 46.8% of coarse angling respondents and 49% of sea angling respondents). Without thorough knowledge of the social and environmental carrying capacity of a particular fishery, there is considerable risk that increased angling ‘presence’ caused by a relaxation of restrictions could have adverse long-term impacts on fish populations, aquatic habitat and angler satisfaction. Nonetheless there are environments where such a relaxation will be possible and opening access, particularly for target groups, needs to be a criteria that informs funding decisions related to participation.

Table 14 Cross-tabulation of the Importance of Making Rights to Access Waters less Restrictive with Type of Angling (n=2304)

Issue	Coarse Angling	Game Angling	Sea Angling	Total
	Count (%)	Count (%)	Count (%)	
<i>Making rights to access waters less restrictive</i>				
(1) Unimportant	80 (5.8%)	71 (11.9%)	17 (5.1%)	168
(2) Neither Unimportant nor Important	207 (15.1%)	136 (22.8%)	42 (12.5%)	385
(3) Important	443 (32.3%)	200 (33.5%)	112 (33.4%)	755
(4) Very Important	339 (24.7%)	104 (17.4%)	73 (21.8%)	516
(5) Extremely Important	269 (19.6%)	62 (10.4%)	78 (23.3%)	409
Unsure	34 (2.5%)	24 (4.0%)	13 (3.9%)	71
Average Rating (1-5)	3.38	2.91	3.48	

3.7.3. Increasing Diversity

Attracting “more people, from a wider range of backgrounds”¹⁸ to go fishing by 2015 was identified as a priority in the 2006 Environment Agency strategic plan *Fishing for the Future*. More specifically, the plan pledged to help develop opportunities for young people, women, disabled people and black minority ethnic groups to participate in angling. Data in Table 15 shows how the sample rated the importance of increasing angling opportunities for each of these groups (with the exception of disabled people).



¹⁸ Environment Agency (2006) *Fishing for the Future: Angling in 2015*. p.5.

Table 15: Cross-tabulation of the Importance of Increasing Opportunities for Social Groups with Type of Angling (n=2304)

Issue	Coarse Angling	Game Angling	Sea Angling	Total
	Count (%)	Count (%)	Count (%)	
<i>Increasing opportunities for young people to participate</i>				
(1) Unimportant	18 (1.3%)	10 (1.7%)	6 (1.8%)	34
(2) Neither Unimportant nor Important	62 (4.5%)	22 (3.7%)	22 (6.6%)	96
(3) Important	322 (23.5%)	147 (24.6%)	79 (23.6%)	548
(4) Very Important	366 (26.7%)	180 (30.2%)	92 (27.5%)	638
(5) Extremely Important	585 (42.6%)	229 (38.4%)	129 (38.5%)	943
Unsure	19 (1.4%)	9 (1.5%)	7 (2.1%)	35
Average Rating (1-5)	4.06	4.01	3.96	
<i>Increasing opportunities for females to participate</i>				
(1) Unimportant	53 (3.9%)	34 (5.7%)	19 (5.7%)	106
(2) Neither Unimportant nor Important	223 (16.3%)	109 (18.3%)	65 (19.4%)	397
(3) Important	355 (25.9%)	158 (26.5%)	97 (29.0%)	610
(4) Very Important	320 (23.3%)	143 (24.0%)	74 (22.1%)	537
(5) Extremely Important	389 (28.4%)	142 (23.8%)	75 (22.4%)	606
Unsure	32 (2.3%)	11 (1.8%)	5 (1.5%)	48
Average Rating (1-5)	3.57	3.43	3.37	
<i>Increasing opportunities for minority ethnic groups to participate</i>				
(1) Unimportant	206 (15.0%)	82 (13.7%)	52 (15.5%)	340
(2) Neither Unimportant nor Important	356 (25.9%)	182 (30.5%)	103 (30.7%)	641
(3) Important	299 (21.8%)	138 (23.1%)	75 (22.4%)	512
(4) Very Important	212 (15.5%)	83 (13.9%)	46 (13.7%)	341
(5) Extremely Important	250 (18.2%)	94 (15.7%)	49 (14.6%)	393
Unsure	49 (3.6%)	18 (3.0%)	10 (3.0%)	77
Average Rating (1-5)	2.96	2.87	2.81	
<i>Increasing opportunities for families to participate</i>				
(1) Unimportant	58 (4.2%)	33 (5.5%)	17 (5.1%)	108
(2) Neither Unimportant nor Important	222 (16.2%)	121 (20.3%)	55 (16.4%)	398
(3) Important	435 (31.7%)	205 (34.3%)	106 (31.6%)	746
(4) Very Important	306 (22.3%)	111 (18.6%)	61 (18.2%)	378
(5) Extremely Important	326 (23.8%)	110 (18.4%)	87 (26.0%)	523
Unsure	25 (1.8%)	17 (2.8%)	9 (2.7%)	51
Average Rating (1-5)	3.46	3.25	3.45	

As Table 15 reveals, respondents assigned the greatest importance to increasing opportunities for young people (average importance ratings of 3.96, 4.01 and 4.06 for sea, game and coarse angling respondents respectively), followed by females and families (importance ratings for both around 3.5), with minority ethnic groups the lowest rated (importance ratings just below 3). The latter result has implications for the Environment Agency, ADB and other policymakers aiming to improve the ethnic diversity of angling participation. Respondents did not perceive an increase in opportunities for minority ethnic groups to go angling as a particularly important issue; for this position to change angling-related bodies and policymakers may need to consider a programme of information and education which explains to anglers why improvements in diversity are being pursued.

Some of the additional comments made by respondents demonstrate the range of opinions held toward increasing diversity amongst angling participants:

Young people and families should be encouraged to get out and about together and fishing is a good way of spending time as a family together.

(60-year old female)

I have never known angling to intentionally discriminate against people of any age, sex, disability, race or sexual orientation. To attempt to portray it so would reduce it to a politically correct, administrative nightmare. As far as many anglers are concerned other anglers on the bank should be legal, behaved and mindful of others and the environment at the waterside. Nothing else counts. If people want to participate then let them. If they don't, so be it. Let's not have some lefty nutters herding black, lesbian, one-legged, blind people down to the canal and insisting the rest of us make way in order for the above to exercise their "rights". Angling is a hobby, a pastime, a sport, relaxation and to some it is almost a religion.

(56-year old male)

There are lots of opportunities for women to participate, it just isn't promoted enough - the same with young people and ethnic groups - it's the promotion rather than the opportunity that's lacking.

(45-year old female)

Angling seems to attract white working-class men, which is good because these are often the most difficult group to get involved with community/environmental ventures. The downside is the lack of participation from younger men/women and ethnic minorities. I hope Angling will enjoy a higher profile among voluntary and public bodies, and that this will help facilitate wider participation and appreciation from all sectors of society.

(41 year old male)

3.7.4. Licensing Anglers

Rod licences are a legal requirement for freshwater angling in England and Wales, but do not apply to sea angling in England. There is no requirement at all for a rod licence in Scotland. As shown in Table 16, raising or lowering of the cost of rod licences was rated by the majority of respondents as “Neither Unimportant nor Important” or “Unimportant”. This result hints that the current price for a rod licence in England and Wales as set by the Environment Agency is about right, as there appears to be little compelling evidence for either a price reduction or a price increase.

While the cost of a rod licence was virtually a non-issue for respondents, there were some concerns relating to transparency and affordability, with specific suggestions for greater accountability of licence fee revenues, and a lifetime or reduced rate licence for disadvantaged persons. Examples of actual comments appear immediately after Table 16.

Table 16: Cross-tabulation of the Importance of Rod Licence Fees with Type of Angling (n=2304)

Issue	Coarse Angling	Game Angling	Sea Angling	Total
	Count (%)	Count (%)	Count (%)	
Reducing the cost of rod licences				
(1) Unimportant	415 (30.2%)	161 (27.0%)	57 (17.0%)	633
(2) Neither Unimportant nor Important	536 (39.1%)	236 (39.5%)	131 (39.1%)	903
(3) Important	144 (10.5%)	84 (14.1%)	50 (14.9%)	278
(4) Very Important	85 (6.2%)	28 (4.7%)	18 (5.4%)	131
(5) Extremely Important	141 (10.3%)	41 (6.9%)	35 (10.4%)	217
Unsure	51 (3.7%)	47 (7.9%)	44 (13.1%)	142
Average Rating (1-5)	2.24	2.19	2.46	
Increasing the cost of rod licences				
(1) Unimportant	409 (29.8%)	195 (32.7%)	110 (32.8%)	714
(2) Neither Unimportant nor Important	643 (46.9%)	268 (44.9%)	145 (43.3%)	1056
(3) Important	175 (12.8%)	60 (10.1%)	20 (6.0%)	255
(4) Very Important	30 (2.2%)	8 (1.3%)	5 (1.5%)	43
(5) Extremely Important	34 (2.5%)	12 (2.0%)	6 (1.8%)	52
Unsure	81 (5.9%)	54 (9.0%)	49 (14.6%)	184
	1.94	1.85	1.78	

Regarding rod licences, it is not necessarily the cost of the licence but more where the money goes. It is currently far from clear what happens to these funds now and I think that A) the funds should be ring-fenced for angling matters and B) all licence holders should be given an account of previous year spending and next year budgeting at the time of purchase.

(60-year old male)

Regarding the cost of rod licences, it is important for me to know that the revenue raised is used primarily for the improvement of fishing through environmental projects, habitat improvement, pollution control and maintaining and improving fish stocks.

(55-year old male)

In my view if the cost of a rod licence were to increase I'd want to be certain that that money would benefit my style of angling. I think the funds from coarse licences should be used predominantly to fund coarse fishing, and those from the sale of game licences should predominantly be used to that end. It always seems to me that game fishing gets the lion's share of any funding going.

(No details given)

I do believe that for some anglers, such as the disabled, there ought to be a supply of discretionary lifetime licences that can be issued and perhaps yearly ones at reduced rates for those on benefits, with qualification decided by the agency.

(46-year old male)

4. Angling Sites & Angling Initiatives

The second major element of the participation research, in the coming year, focuses on qualitative work at a total of twelve angling sites, initiatives and organisations in England and Scotland (hereafter referred to as 'site-based research'). The rationale for this element of the research is the collection of rich qualitative data using interviews with anglers and angling stakeholders, in conjunction with data collected via on-site observation of angling cultures and practices. Given the range of sites the amount of research at each will inevitably be limited. The qualitative data will act as a measure of triangulation to the quantitative data and quantitative methodology, which have to date accounted for the bulk of the participation research. Most notably, the inclusion of an angling site and initiative-focused element is an opportunity to:

- Shift in scale from a nation-wide survey to a series of local cases;
- Capture individual narratives, community contexts and finer detail; and
- Engage with less experienced anglers who were not adequately represented in the survey data, i.e. the casual or 'holidaymaker' anglers.

4.1. Research Methods

In terms of sequencing, the site-based research commenced after the angler questionnaire survey closed and will continue at least until the end of 2010. Findings from the questionnaire survey have informed the site-based research, insofar as issues from the questionnaire data identified as needing further investigation will be explored in interviews with anglers and stakeholders.

A list of selected focus sites, initiatives and organisations appear in Table 17. The process of selection was designed, as far as possible, to be representative of geographic regions in England and Scotland and to be representative of different modes of participation. Attention was also given to including initiatives that facilitate participation for particular social groups or specialist angling methods, for example physically disabled people, females, competition angling, angling for specimen fish, angling for people suffering from mental health problems. Some of the sites, initiatives and organisations were selected as examples of best practice, i.e. where angling is central to community and/or individual benefit. It is acknowledged that the list does not cover all regions or participation modes, as time and resource limitations constrain the scope of work that can be done.

Where circumstances allow, additional data will be collected from other angling sites, initiatives and organisations – particularly if new entities emerge that address gaps in the current schedule, e.g. an angling project designed to encourage participation amongst black and minority ethnic groups. Some opportunities to collect additional data have already been identified, and include interviewing canal anglers in Manchester and engaging with stakeholders and participants from Casting for Recovery, a non-profit education and support programme for breast cancer survivors (as an example of a health related intervention)

Table 17: Focus Sites, Initiatives and Organisations for Qualitative Research

Site, Initiative or Organisation	Region	Type of Angling	Comments
Fishing for Everyone	Northumberland	Mixed	Club specifically for female participation
Whitby	North Yorkshire	Sea	Sea angling tourism, charter boats
Wakefield Angling Club	West Yorkshire	Coarse	Competition, veterans, young people
Disley New Mills Angling Club	Lancashire	Mixed	River Goyt, involvement in Trout in the Town, environmental intervention
Telford Disabled Anglers	Shropshire	Coarse	Albrighton Trust Moat & Gardens
Mallory Park Fishery	Midlands	Coarse	Commercial coarse fishery
West Country Rivers Trust	Devon/Cornwall	Game	Angling Passport, fly fishing guides
Chesil Beach	Dorset	Sea	Beach fishing for bass, Weymouth Pier
Wandle Piscators & The Wandle Trust	London	Mixed	Trout in the Town project, intervention for environmental + social benefit
Environment Agency/Mind	East Sussex	Mixed	Intervention for people with mental health problems, therapy
North Third Trout Fishery	Central Scotland	Game	Commercial game fishery
*TBA	Tayside, Scotland	Game	Salmon fishing.

4.2. Progress to Date

A range of site visits, meetings and interviews with the targeted sites and initiatives had already taken place at the time of this report. More specifically, they have included:

- **Wandle Piscators and The Wandle Trust:** Completed interviews with the Development Officer The Wandle Trust, South London County Sports Partnership, two Trustees of The Wandle Trust and four committee members of the Wandle Piscators;
- **Environment Agency & Mind organisation:** Conducted one field visit to a fishery event and six interviews with event participants;
- **West Country Rivers Trust:** Attended one meeting to plan ongoing scope of work in region;
- **Wakefield Angling Club:** Met with club officials and members to announce details of research at club AGM;
- **Whitby (Sea Angling):** Conducted one field visit, met with Secretary of the Whitby Charter Skippers Association and interviewed two anglers on a charter boat;
- **Fishing for Everyone:** Completed a focus group interview with four committee members;
- **Disley New Mills Angling Club:** Held an initial meeting with club contact to plan research in 2010;
- **Telford Disabled Anglers:** Met and interviewed club representative;
- **North Third Trout Fishery:** Owner has agreed to assist with research; and
- **Mallory Park Fishery, Chesil Beach:** Have received contact details but yet to commence dialogue with either site.

4.3. Trout in the Town (TinTT)

TinTT is a community-focused initiative of the Wild Trout Trust funded by the Esmée Fairbairn Foundation which aims to “improve the quality of river habitat in urban areas for the benefit of trout and wider biodiversity, and to raise awareness of wild trout as a totem species for clean water and living rivers”¹⁹. The TinTT initiative requires new or existing community groups to adopt their local urban stream and work towards the restoration or conservation of wild trout populations in that stream. TinTT seeks to build stronger connections between communities and the rivers and streams that flow through them. Although not specific to angling, to date all TinTT projects have been led by angling groups or clubs.

Substance has identified the TinTT initiative as an example of best practice angling participation, insofar as anglers who have committed to TinTT projects have achieved much in terms of wider community benefit, including environmental rehabilitation, monitoring of invertebrate and fish populations, information sharing with community members and education of young people. Two of the angling sites and initiatives selected for the qualitative component of participation research incorporate TinTT projects – the Wandle Piscators and Wandle Trust on the River Wandle, and the Disley New Mills Angling Club on the River Goyt.

In addition to these two projects, Substance has agreed to assist TinTT with the monitoring and reporting of community impacts across all projects. The assistance will involve some combination of:

- A questionnaire survey of TinTT to be run by TinTT participants to explore their views on the community and ecological impact of tasks that TinTT projects are involved in, such as habitat restoration and the removal of fly-tipping waste;
- The in-person observation and analysis of a small selection of TinTT events including visits by a researcher to TinTT project events, such as river festivals or angling coaching days. The researcher will use a combination of observation-based field notes, photographs and media reports (where available) to analyse the nature and extent of the social impacts of these events; and
- Assistance in providing an online means by which TinTT projects can themselves collate project activity.

In addition to supplying TinTT with information about how projects deliver social and community value, the data will be used in this research to further illustrate the relationship between angling participation and individual and collective benefit, as well as the utility of structured monitoring and evaluation systems.

¹⁹ See <http://www.wildtrout.org/>, accessed 30th November 2009.

5. Summary and Future Research Directions

This interim report has been prepared following less than one year of a three year project being completed and forms one of three constituent interim reports for the project as a whole. As such it represents both a **summary of achievements to date and the first substantial interrogation of the project's research criteria relating to participation**. Drawing largely on data collected from a questionnaire of anglers in England and Scotland, the report has analysed what constitutes angling participation and explored how participation can be linked to range of individual and collective benefits.

Data from the questionnaire confirmed that angling participation is **a far more complex phenomenon than public perception would have us believe**. Angling comprises different activity types (coarse, game and sea angling), relies on vastly different habitats (ponds, rivers, lakes, estuaries, canals, beaches and deep sea waters) and encapsulates a broad sweep of interests and industries (from river fly monitoring to boat-building). Angling offers an array of positive experiences to the individual, including opportunities to escape the 'everyday', to reconnect with nature, to socialise, to acquire skills, to gain employment, to catch fish for the table, to share knowledge with others, to be challenged, to feel a rush of adrenaline as a fish takes your line, and – most importantly- to rest and relax.

At a community level angling is also **a valuable contributor to social, economic and environmental sustainability**. Anglers have a vested interest in the health of aquatic and marine ecosystems that play host to fish populations. Consequently anglers invest a considerable amount of resources into the conservation, rehabilitation, monitoring and protection of habitat and wildlife – as the data from the questionnaire reinforced. **Anglers share their knowledge and skills with others using formal and informal channels**, such as coaching sessions, taster days, education programmes and training courses, websites, internet forums, print media, digital media and, of course, interpersonal communication. For many individuals, angling participation entails travel away from home to a preferred fishing location. Even small amounts of expenditure by these visiting anglers can bring significant economic and employment benefits to host communities.

The content of this report provides the *Social and Community Benefits of Angling* project with a solid foundation of understanding about angling participation; however, more analysis and presentation of data will inevitably follow. Overall, the research on participation will contribute further knowledge about how angling contributes to key national agendas around health and well being, community cohesion and interaction, promoting volunteering and environmental improvement.

In addition to the research criteria that directed the first phase of investigation, a number of key issues/questions emerged from the discussion that add further direction to the research over the next 12 months. They include (but are not exclusive to):

- **What sort of personal investments/commitments are made by anglers to contribute to angling activities beyond the act of 'going angling'?** Capturing the 'lived experience' of participation in angling-related activities would help obtain a deeper understanding of the role these play in the lives of individuals. Such investigation would enhance knowledge of the type of personal benefits that are associated with particular activities;

- **How can angling participation be relaxing yet challenging, restful as well as exciting?** There is a need for more precise, detailed understanding of the angling experience which could involve exploring if different experiential 'modes' exist within an overall angling experience, identifying the nature of these modes and testing if such modes are somehow associated with particular temporal or spatial contexts. Such analysis would help develop an appreciation of how angling delivers certain benefits to participants, and would be of use when angling is delivered as part of an educational, developmental or therapeutic agenda;
- **What is the future of the angling club as a conduit for participation?** The responses from the questionnaire infer a healthy club system, but draw from a biased sample of the angling population. More detailed investigation of angler opinions about club membership (in addition to impartial perspectives) will improve understandings of how clubs are currently perceived, both as a means for gaining the right to fish waters and as a social institution;
- **What role can angling stakeholders play in the development of a sense of community attachment to a waterway or aquatic resource?** Engaging communities with features of the local landscape can help to cultivate a sense of stewardship, civic pride and social unity. Identifying the ways that angling and related activities contribute to developing a sense of attachment to place, at both a personal and community-wide level, will help evaluate the contributions that angling makes to community development.

Lastly, the findings in this report have particular implications for those who fund angling or develop policy that affects angling. Clearly the most ubiquitous issues raised by respondents involved **water quality** and **fish stocks**. This is entirely understandable given their fundamental relationship to angling – if either water quality or fish stocks deteriorate then angling ceases to be a viable activity. Although (indirectly) related to personal and community benefit, as essentially scientific issues they fall outside the remit of this research.

One significant social finding involves the classification of physical activity associated with angling participation as well as how well being improvements from angling might be assessed. It is evident from the questionnaire data that anglers discern the physicality of angling as a variable, not a constant. This variability is substantial in some instances, and is contingent on factors such as the health of the participant, the type of angling involved and the techniques used, the environment in which the angling takes place etc. The feedback of respondents from the questionnaire suggests further attention to this issue is required.

Another finding with political ramifications **involves the accountability of rod licence revenues, and the fairness of rod licence fee structures for disadvantaged individuals.** While not particularly concerned about the cost of an adult rod licence, respondents instead indicated that they would like to see more transparency about how revenue from rod licences are spent and the benefits angling gets from it. This concern speculated that revenue from rod licences might be being used in other areas of the Agency's portfolio, or used to benefit the claims of one type of angling over the claims of another. Others wondered if rod licence tenures and costs should be altered for disabled persons or disadvantaged people.

Appendices

Appendix A: Examples of Publicity Material Used to Promote Research

1. Content of Promotional Cards for the Angler Questionnaire



Sea, Coarse or Game Angler?
Match, Specimen or Pleasure Angler?

Everyone can be part of exciting new angling research.

Take our angler survey or find out more at:
<http://www.anglingresearch.org.uk/>

substance. Supported by The National Lottery through the Big Lottery Fund

2. Promotional Flyer for Research Project

Angling Research

Help Develop New Research on Angling *The Social and Community Benefits of Angling Project*

A major, new research programme on angling is underway entitled '*The Social and Community Benefits of Angling*' and we want YOU to take part!



The project will investigate the positive roles angling can play for those who participate in it, young people and the communities in which it takes place, working closely with angling bodies, policymakers and community organisations. The research will be carried out by Substance, a social research cooperative, and is funded by the Big Lottery Fund.

Get Involved!

We need anglers to get involved to help provide the evidence for the research. There are 3 ways in which YOU can contribute.

1. Participation - Questionnaire and Interview Survey

Please go to www.anglingresearch.org.uk - answer our online questionnaire and leave your contact details for an interview. Email anglingparticipation@substance.coop

2. Young People and Angling

Please go to www.anglingresearch.org.uk and click on the Young People link. If you are a young angler, we'd love to hear from you! If you work with young people in angling, send us information about your work to: anglingyoungpeople@substance.coop

3. Angling and Rural Areas - the Assynt Study

We are working in Assynt, in northern Scotland, on a case study about angling in rural communities. If you want to find out more, or you fish in Assynt and can contribute to the study, go to: www.assynt.anglingresearch.org.uk. Email: assynt@substance.coop

www.anglingresearch.org.uk

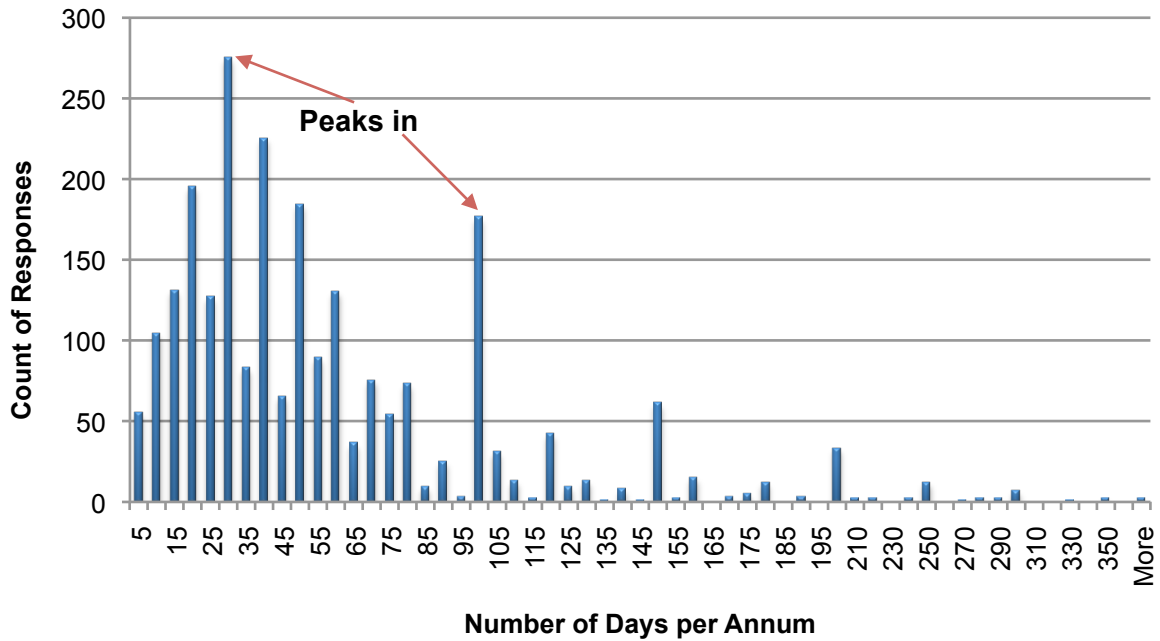


substance.

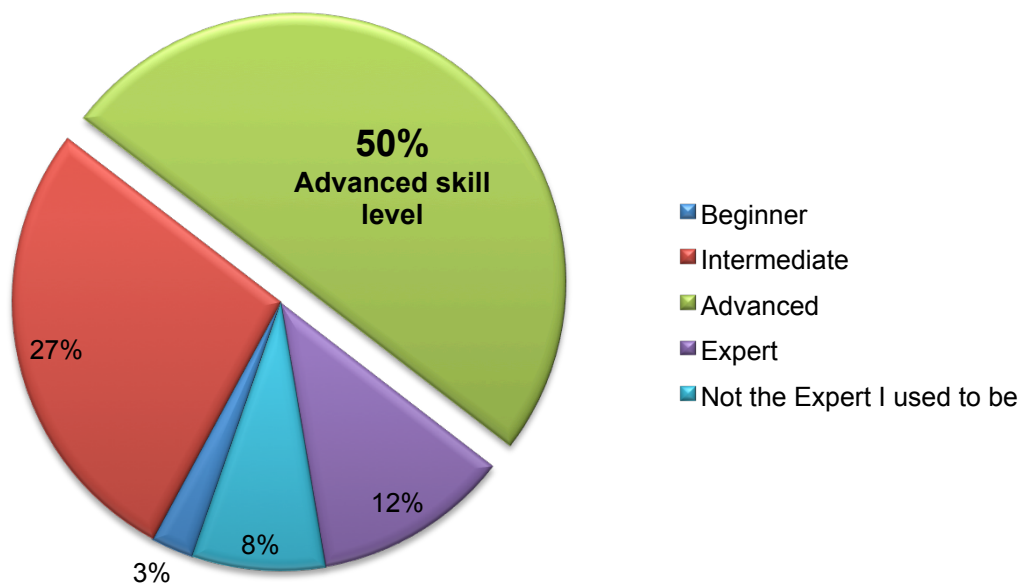
Appendix B: Summary Statistics from the Angling Questionnaire

Angling Behaviours

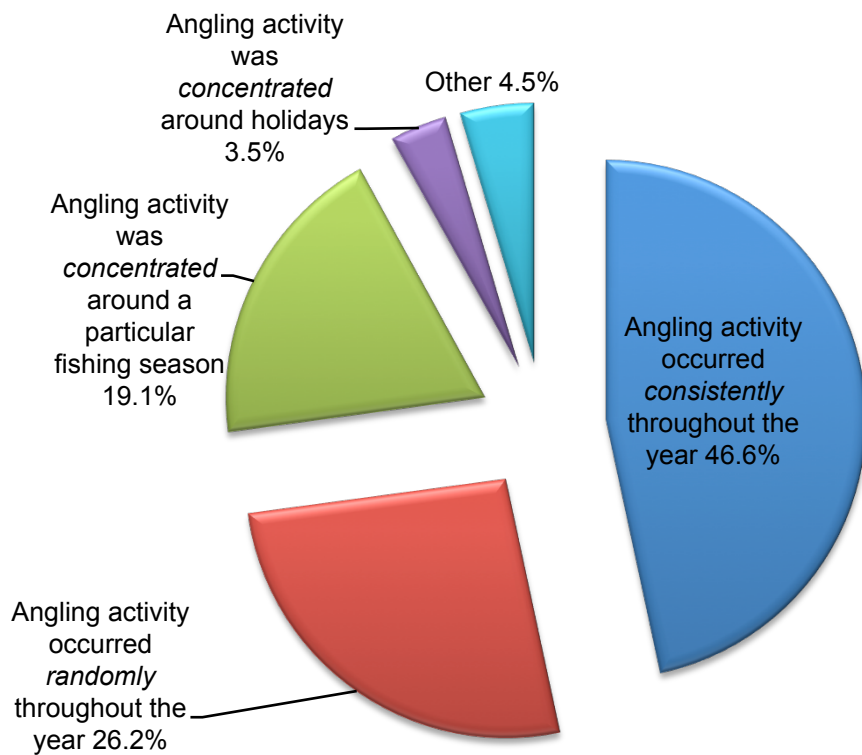
Frequency of Angling Participation in Days (n=2403)



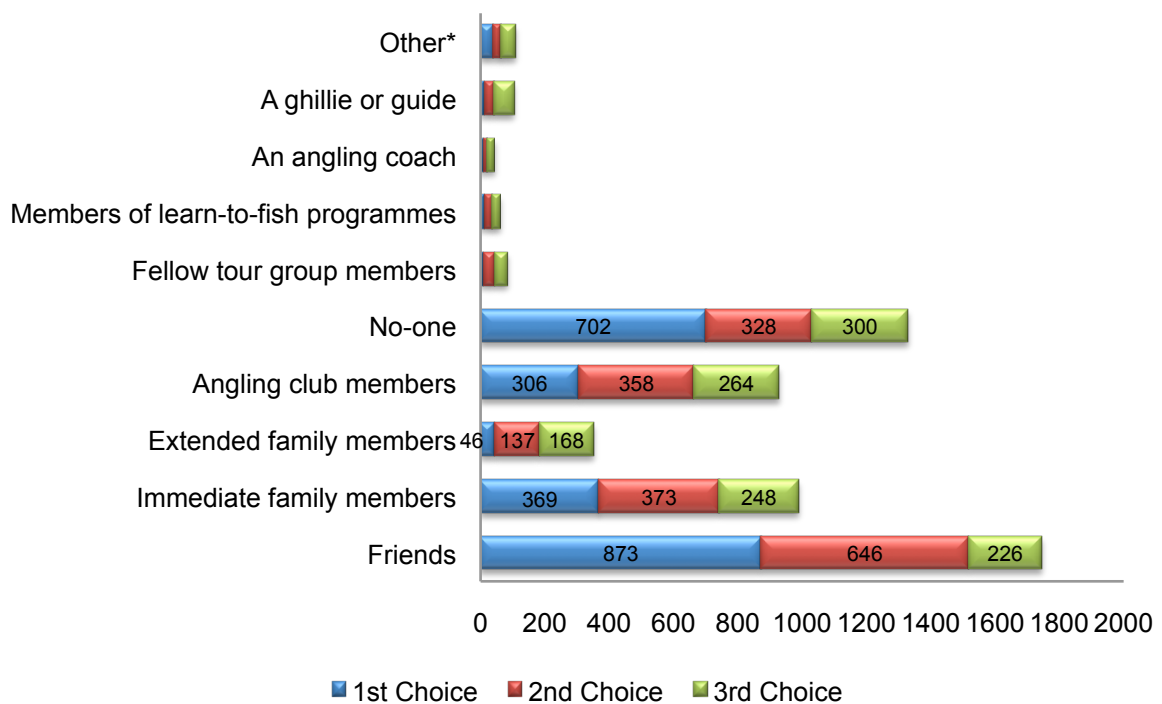
Self-Assessed Angling Ability (n=2403)



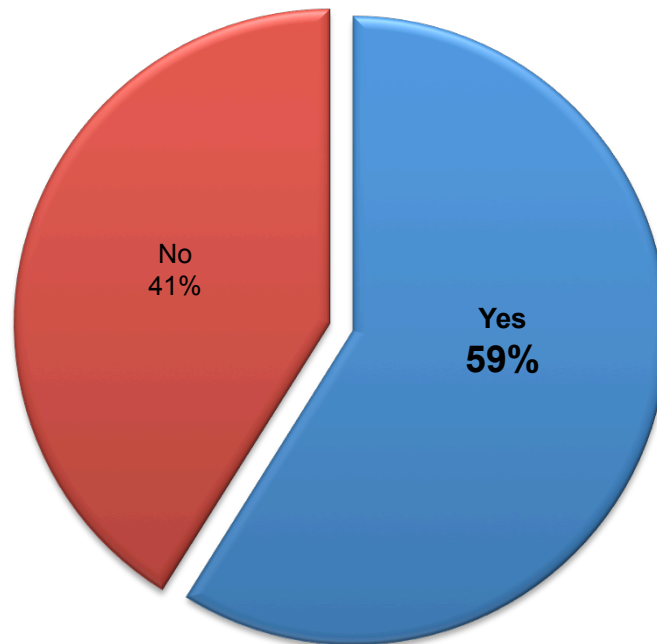
Temporal Distribution of Angling Participation (n=2403)



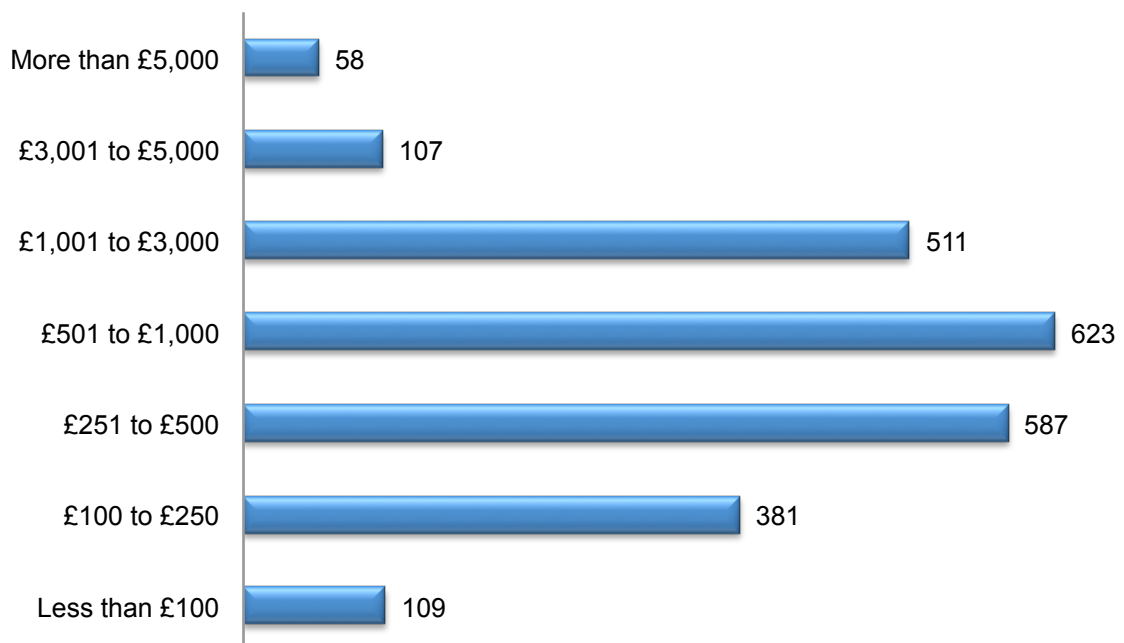
Companionship of Angling Participation (n=2403)



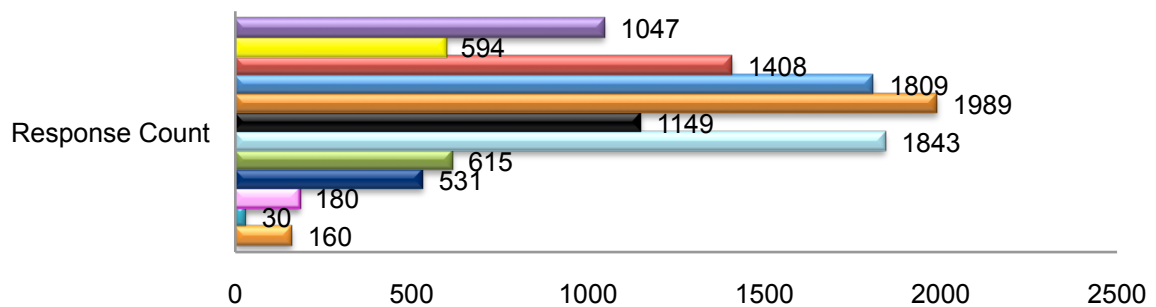
Participation in Angling-Related Travel (n=2403)



Angling-Related Expenditure in Last 12 Months (n=2376)

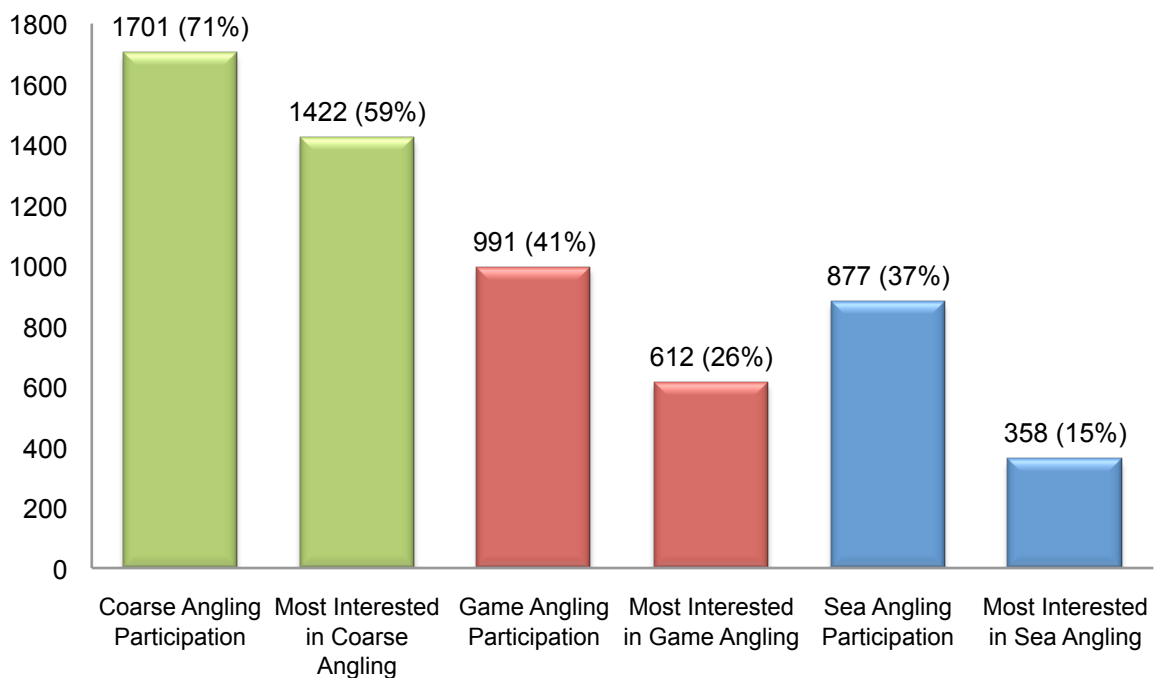


Participation in Angling-Related Activities



- Attending angling club meetings or undertaking angling club business
- Contributing to environmental or aquatic habitat conservation projects
- Reading and/or contributing to angling blogs, internet discussion boards and websites
- Watching angling-related television and films
- Buying/reading angling books and magazines
- Collecting/preparing and maintaining your own bait
- Preparing and maintaining tackle and rigs
- Tying your own flies

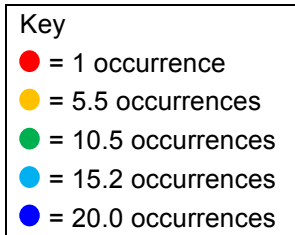
Type of Angling Participation (n=2392)



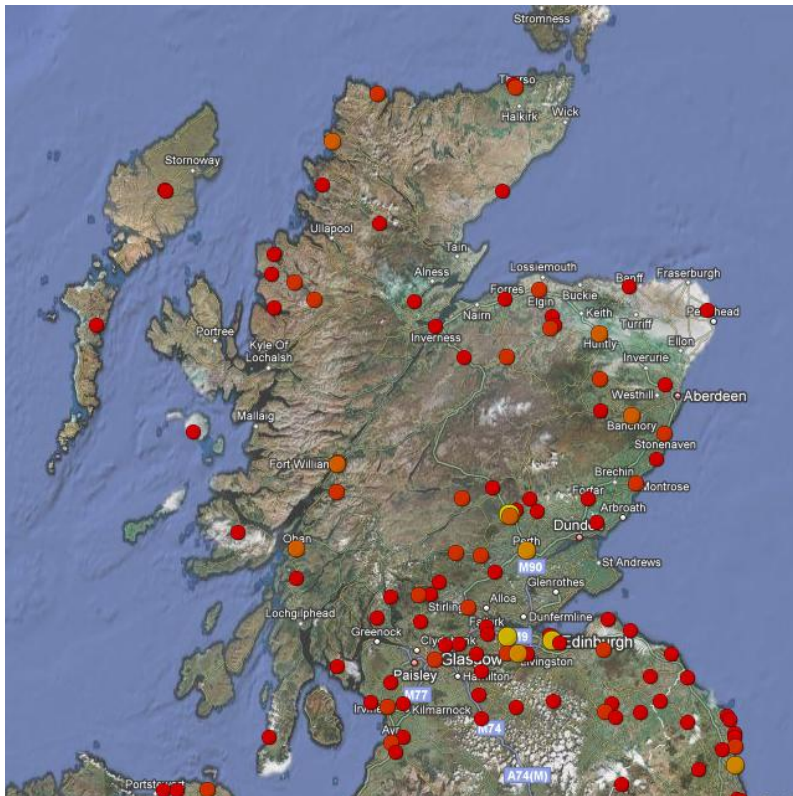
Nation in which Participation Most Frequently Occurred (n=2403)

Approximately 84% of the sample spent most of their time angling in England (83.9%, n=2015), whereas approximately 10% of the sample spent most of their time angling in Scotland (9.7%, n=234). The remaining 5% of the sample spent most of their time angling either in Wales, Northern Ireland or another nation.

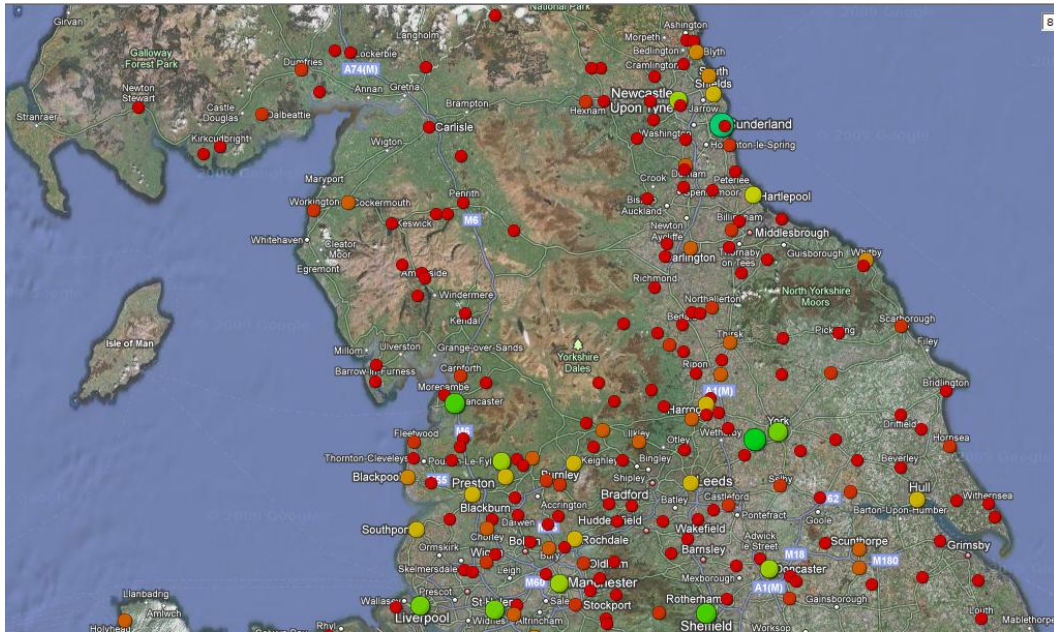
Preferred Angling Locations (n=1716)



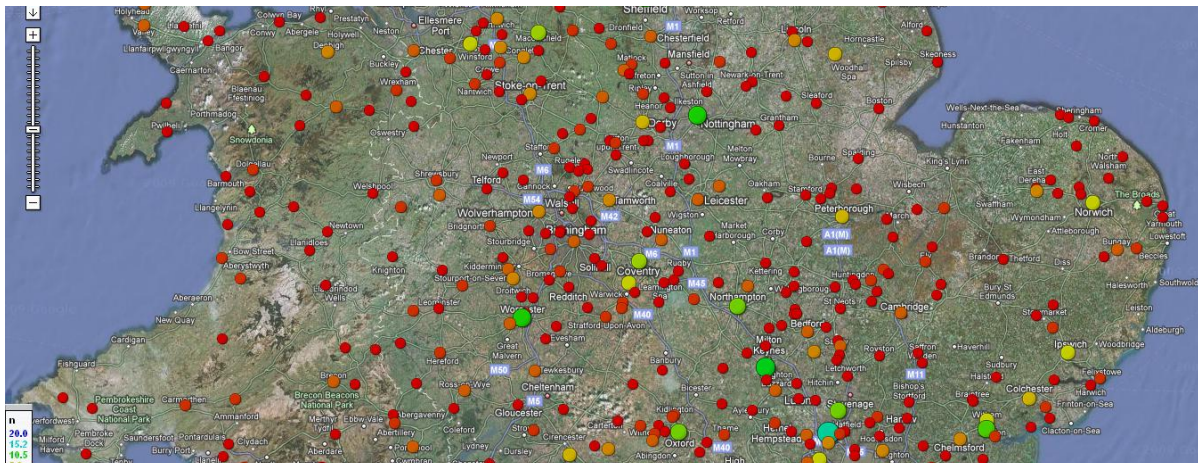
Scotland



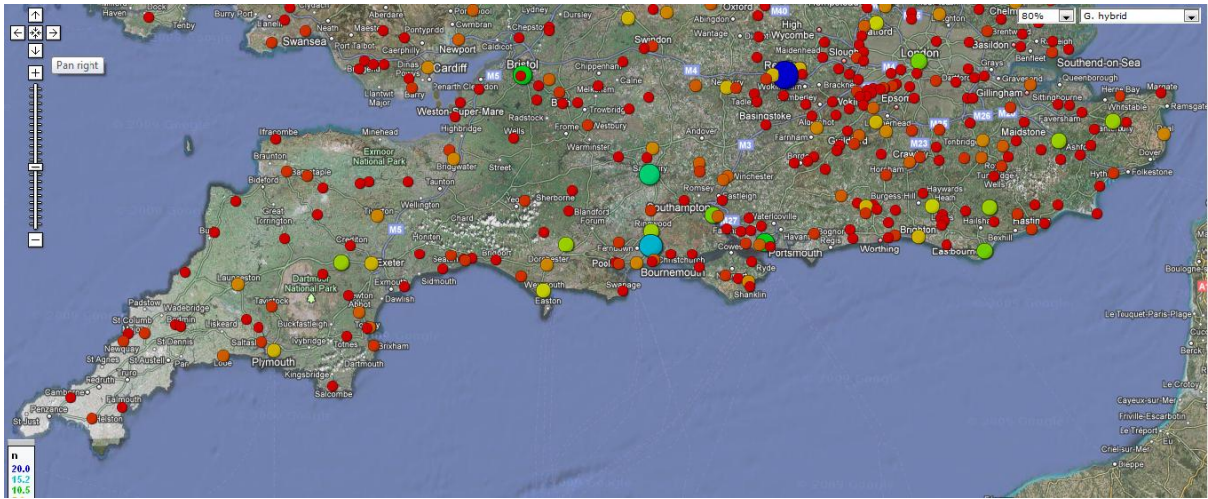
Northern England



Wales and Central England

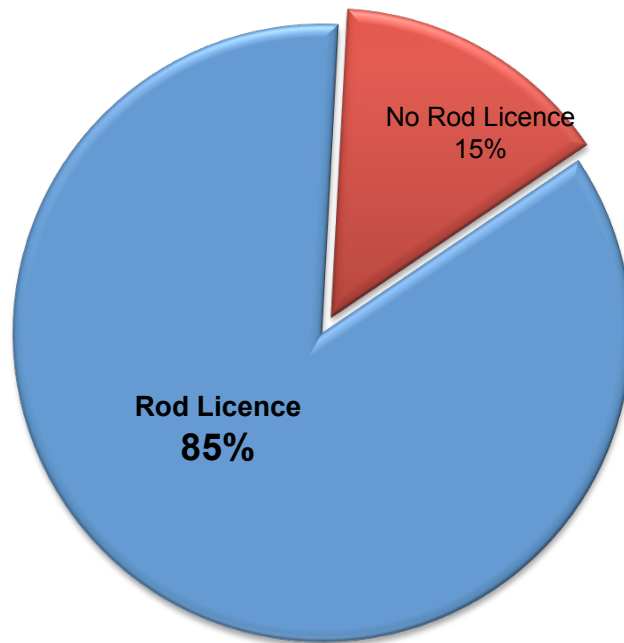


Southern England

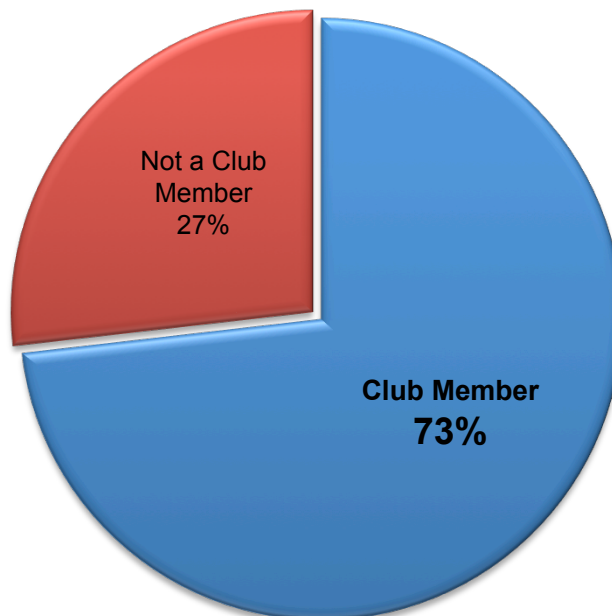


Angling Affiliations

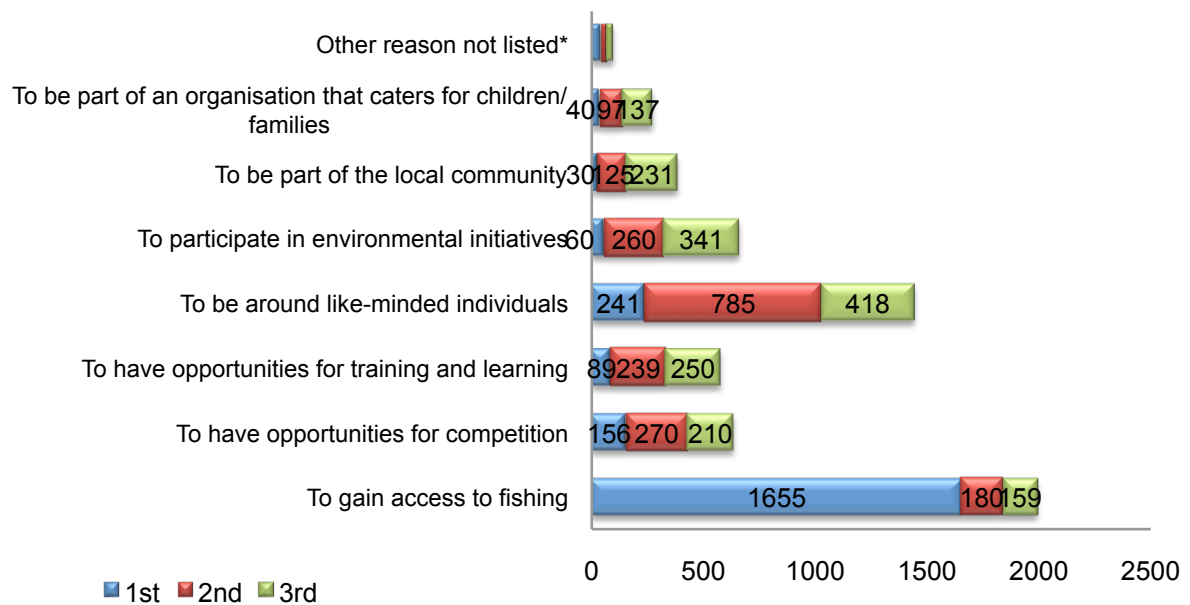
Rod Licence Ownership (n=2214)



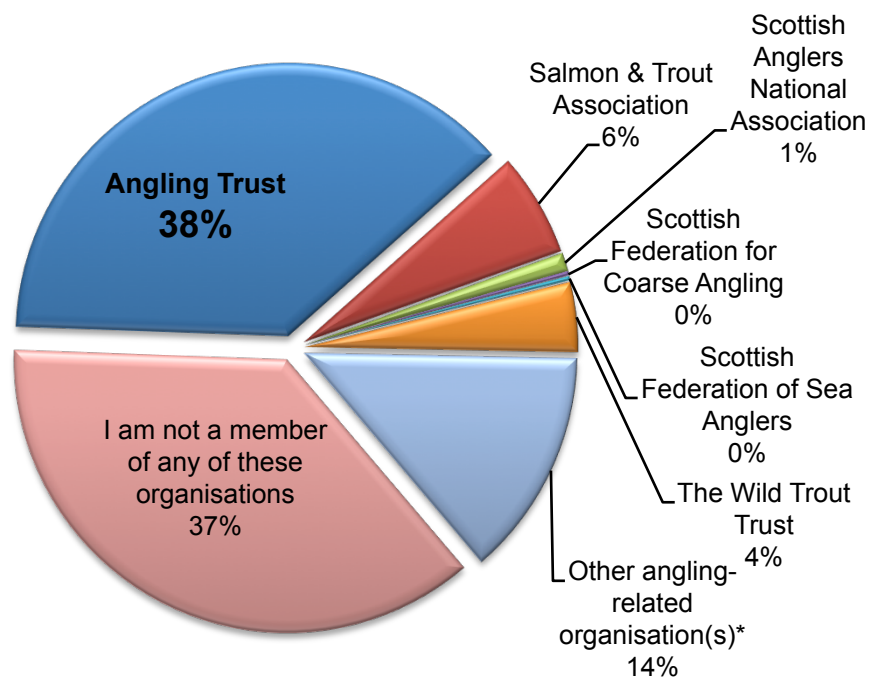
Club Membership (n=2329)



Reasons for Joining an Angling Club (n=2329)

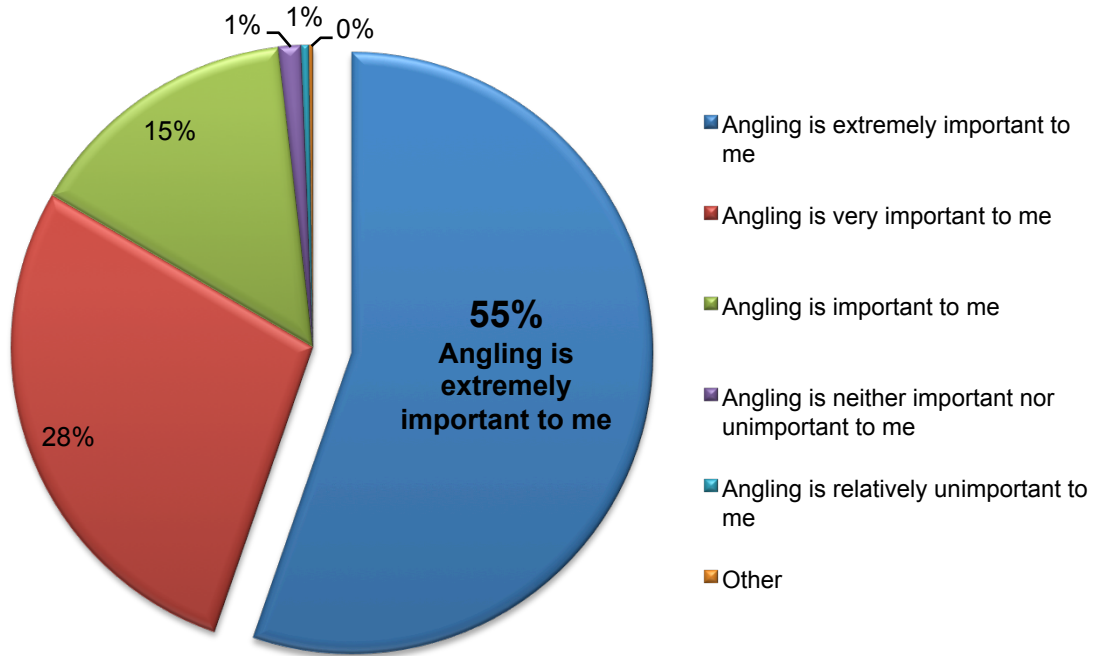


Angling Organisation Membership (n=2329)

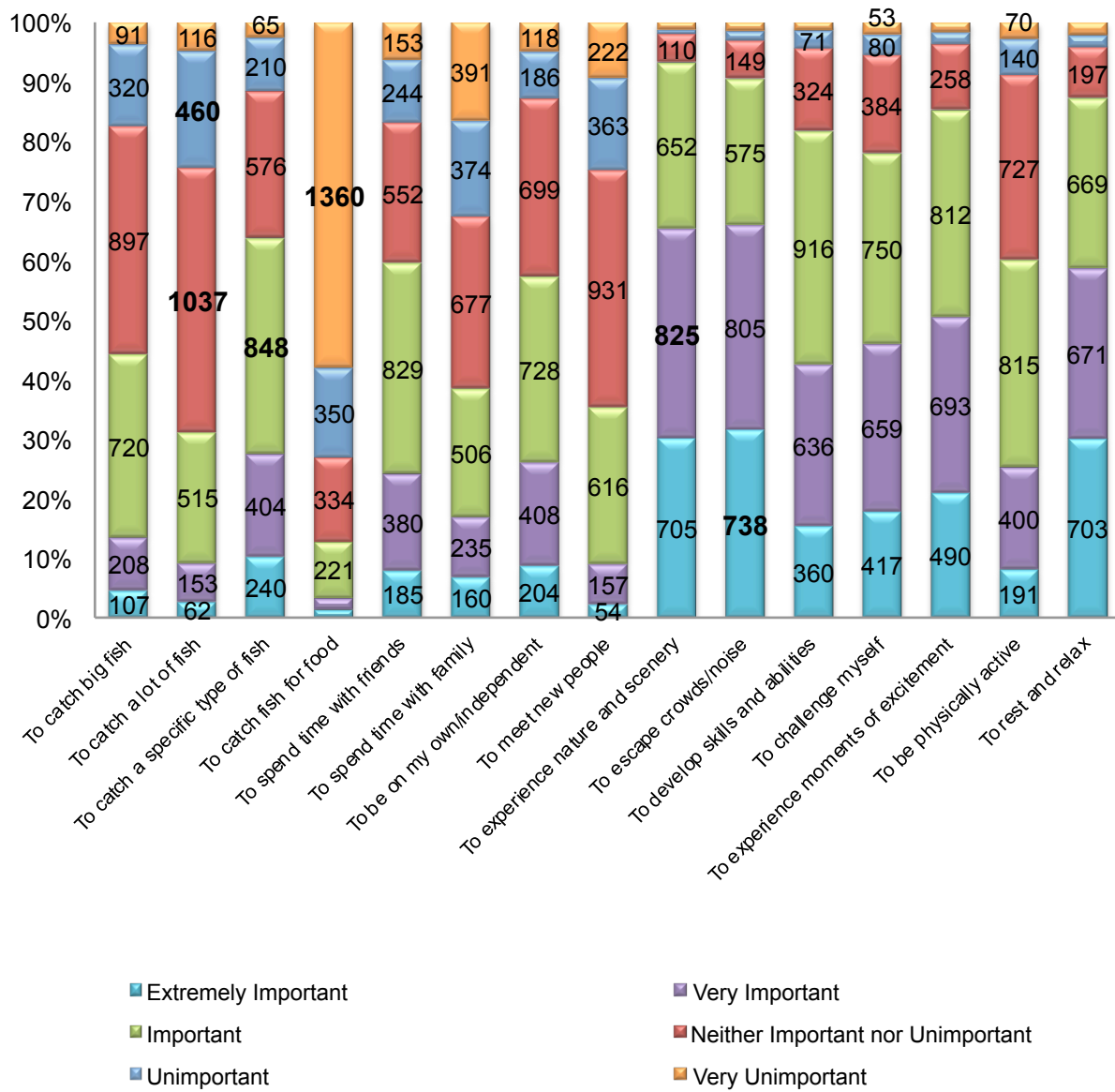


Motives for Angling Participation

Importance of Angling in Life (n=2403)

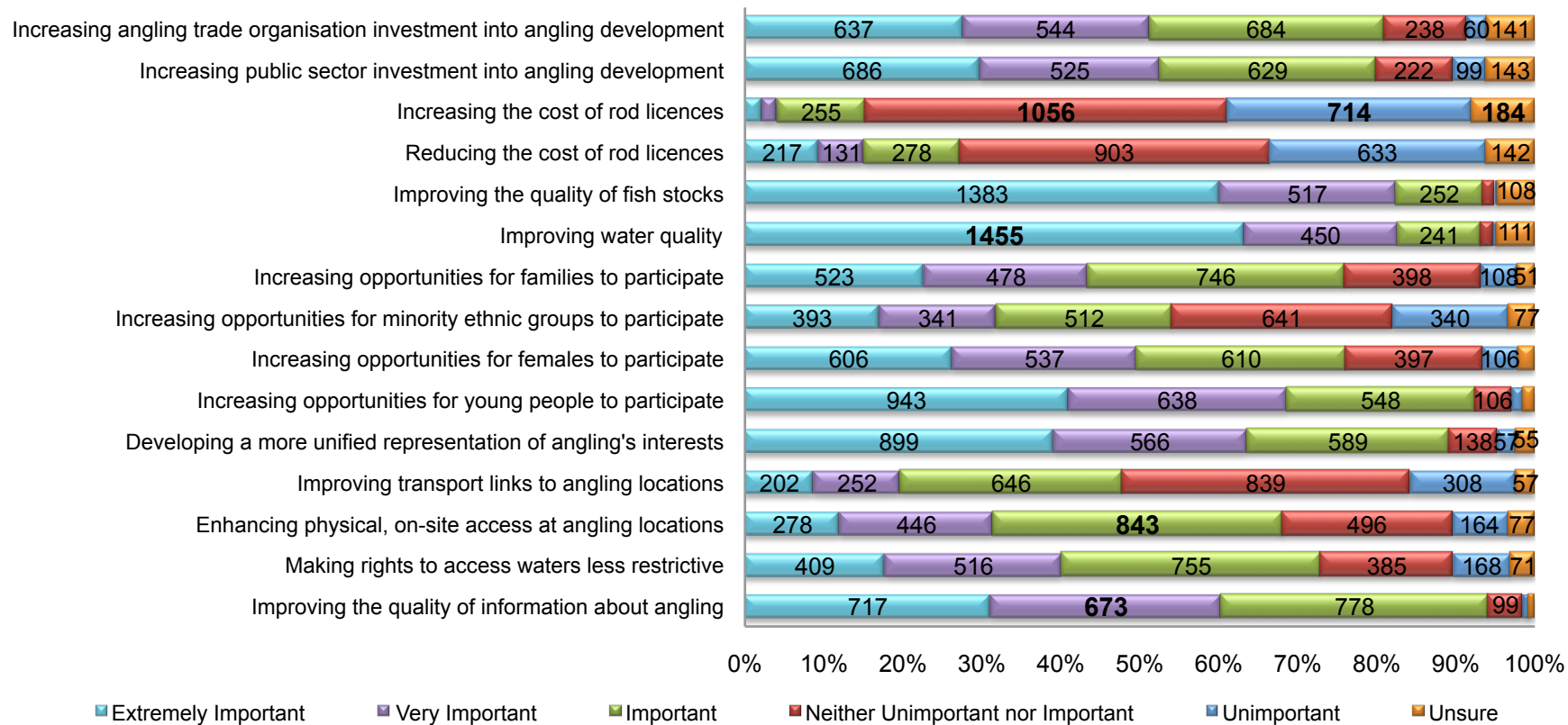


Importance of Angling Motivations (n=2343)



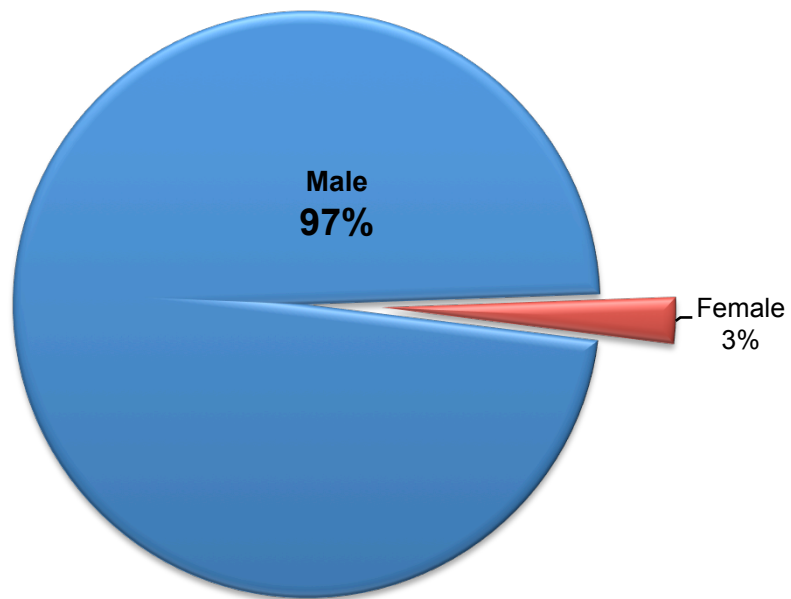
The Future of Angling Participation

Importance of Selected Issues to the Future of Angling (n=2304)

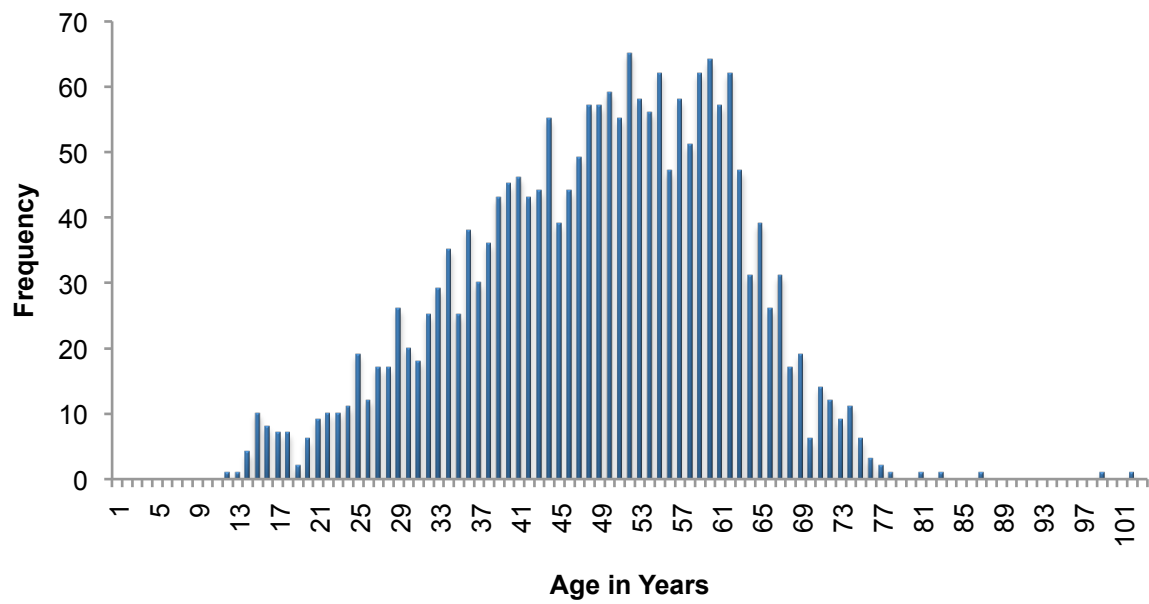


Socio-demographics of Sample

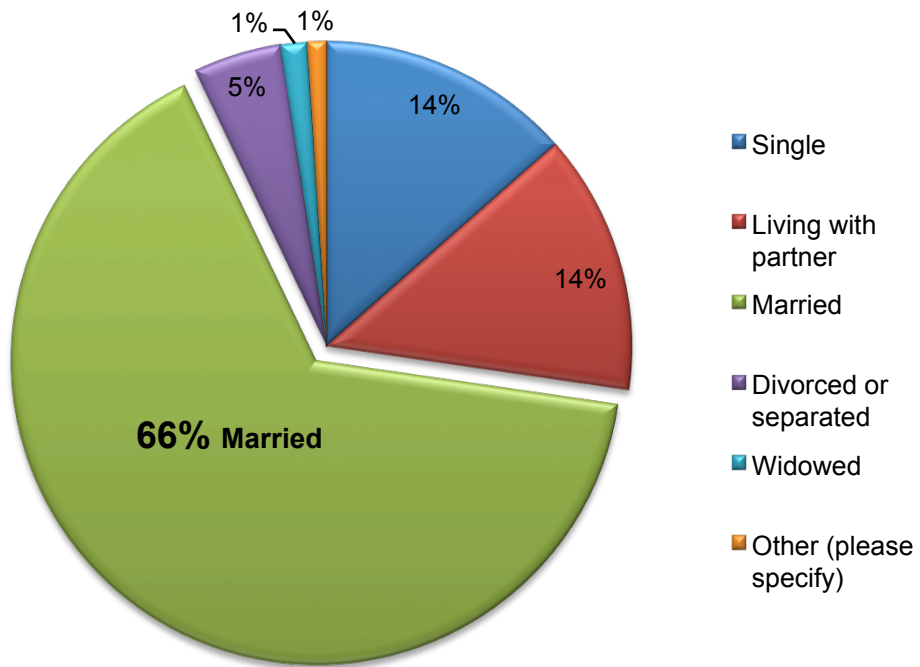
Sex (n=1992)



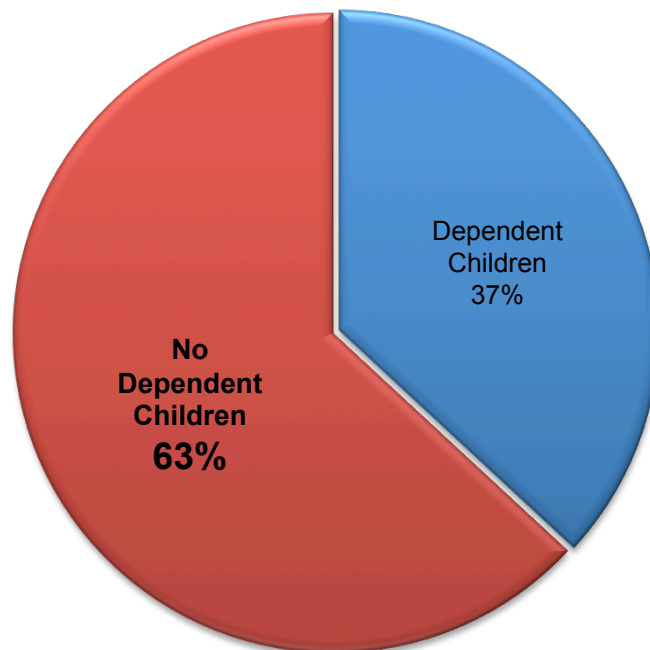
Age (n=1992)



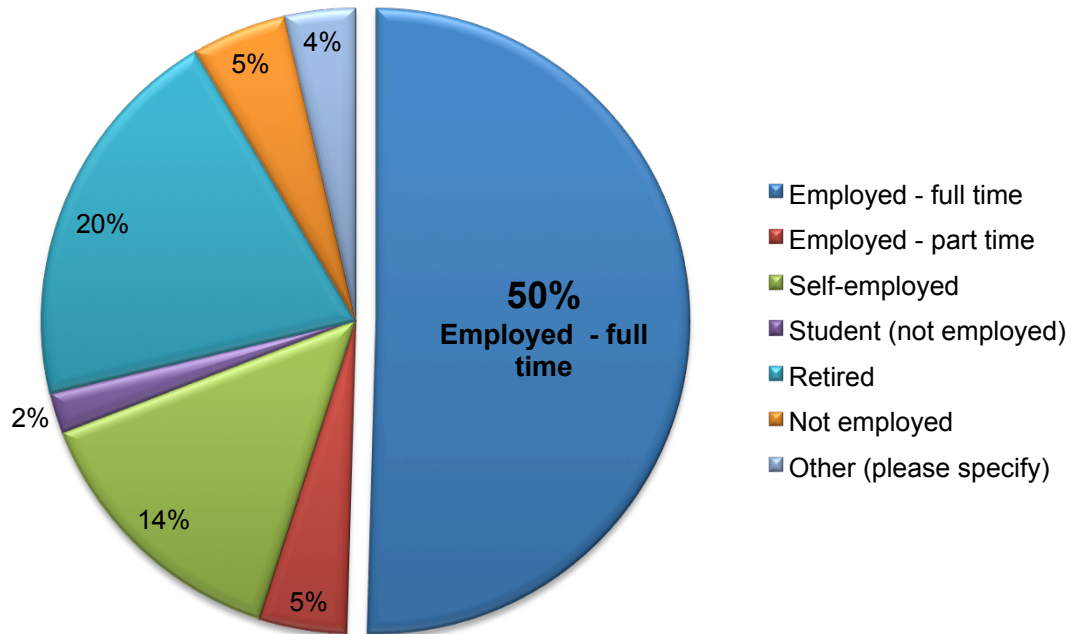
Marital Status (n=1980)



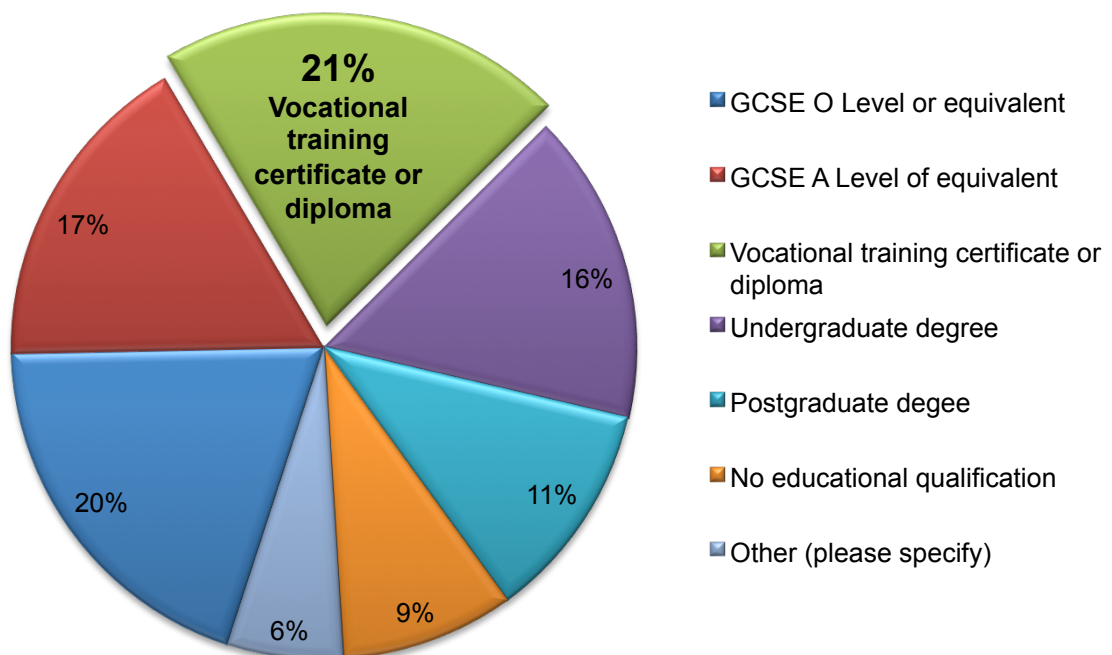
Dependent Children (n=1963)



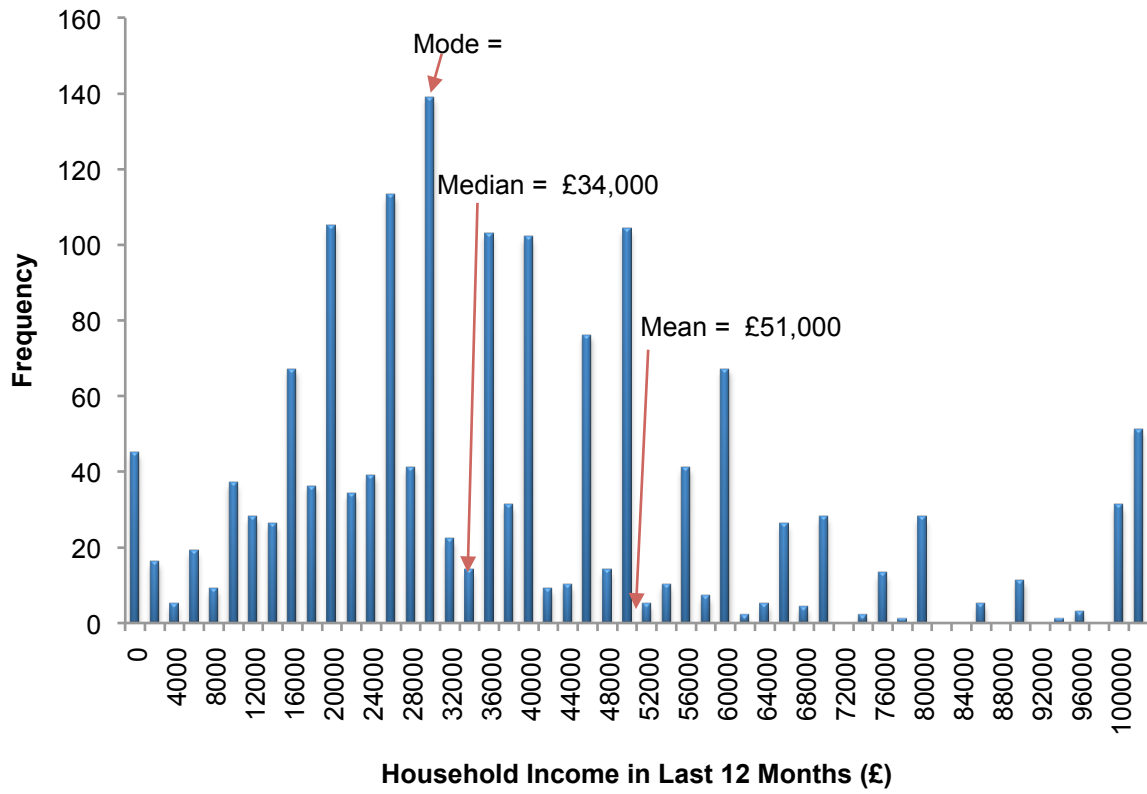
Employment Status (n=1965)



Education Level (n=1956)



Household Income (n=1585)



Additional Data

Crosstabulation of Future Issues with Type of Angling (n=2304)

Issue	Coarse Angling		Game Angling		Sea Angling	
	Count	%	Count	%	Count	%
Improving the quality of information about angling						
(1) Unimportant	10	0.7%	3	0.5%	6	1.8%
(2) Neither Unimportant nor Important	34	2.5%	38	6.4%	27	8.1%
(3) Important	454	33.1%	210	35.2%	114	34.0%
(4) Very Important	407	29.7%	167	28.0%	99	29.6%
(5) Extremely Important	458	33.4%	176	29.5%	83	24.8%
Unsure	9	0.7%	3	0.5%	6	1.8%
Average Rating (1-5)	3.93		3.80		3.69	
Making rights to access waters less restrictive						
(1) Unimportant	80	5.8%	71	11.9%	17	5.1%
(2) Neither Unimportant nor Important	207	15.1%	136	22.8%	42	12.5%
(3) Important	443	32.3%	200	33.5%	112	33.4%
(4) Very Important	339	24.7%	104	17.4%	73	21.8%
(5) Extremely Important	269	19.6%	62	10.4%	78	23.3%
Unsure	34	2.5%	24	4.0%	13	3.9%
Average Rating (1-5)	3.38		2.91		3.48	
Enhancing physical, on-site access at angling locations						
(1) Unimportant	69	5.0%	73	12.2%	22	6.6%
(2) Neither Unimportant nor Important	257	18.7%	180	30.2%	59	17.6%
(3) Important	498	36.3%	220	36.9%	125	37.3%
(4) Very Important	308	22.4%	71	11.9%	67	20.0%
(5) Extremely Important	195	14.2%	35	5.9%	48	14.3%
Unsure	45	3.3%	18	3.0%	14	4.2%
Average Rating (1-5)	3.23		2.68		3.19	
Improving transport links to angling locations						
(1) Unimportant	152	11.1%	125	20.9%	31	9.3%
(2) Neither Unimportant nor Important	467	34.0%	240	40.2%	132	39.4%
(3) Important	412	30.0%	143	24.0%	91	27.2%
(4) Very Important	178	13.0%	43	7.2%	31	9.3%
(5) Extremely Important	132	9.6%	32	5.4%	38	11.3%
Unsure	31	2.3%	14	2.3%	12	3.6%
Average Rating (1-5)	2.75		2.34		2.73	
Developing a more unified representation of angling's interests						
(1) Unimportant	27	2.0%	19	3.2%	11	3.3%
(2) Neither Unimportant nor Important	70	5.1%	35	5.9%	33	9.9%
(3) Important	344	25.1%	176	29.5%	69	20.6%
(4) Very Important	330	24.1%	159	26.6%	77	23.0%
(5) Extremely Important	569	41.5%	194	32.5%	136	40.6%
Unsure	32	2.3%	14	2.3%	9	2.7%
Average Rating (1-5)	4.00		3.81		3.90	

Crosstabulation of Future Issues by Type of Angling (cont.)

Issue	Coarse Angling		Game Angling		Sea Angling	
	Count	%	Count	%	Count	%
Increasing opportunities for females to participate						
(1) Unimportant	53	3.9%	34	5.7%	19	5.7%
(2) Neither Unimportant nor Important	223	16.3%	109	18.3%	65	19.4%
(3) Important	355	25.9%	158	26.5%	97	29.0%
(4) Very Important	320	23.3%	143	24.0%	74	22.1%
(5) Extremely Important	389	28.4%	142	23.8%	75	22.4%
Unsure	32	2.3%	11	1.8%	5	1.5%
Average Rating (1-5)	3.57		3.43		3.37	
Increasing opportunities for minority ethnic groups to participate						
(1) Unimportant	206	15.0%	82	13.7%	52	15.5%
(2) Neither Unimportant nor Important	356	25.9%	182	30.5%	103	30.7%
(3) Important	299	21.8%	138	23.1%	75	22.4%
(4) Very Important	212	15.5%	83	13.9%	46	13.7%
(5) Extremely Important	250	18.2%	94	15.7%	49	14.6%
Unsure	49	3.6%	18	3.0%	10	3.0%
Average Rating (1-5)	2.96		2.87		2.81	
Increasing opportunities for families to participate						
(1) Unimportant	58	4.2%	33	5.5%	17	5.1%
(2) Neither Unimportant nor Important	222	16.2%	121	20.3%	55	16.4%
(3) Important	435	31.7%	205	34.3%	106	31.6%
(4) Very Important	306	22.3%	111	18.6%	61	18.2%
(5) Extremely Important	326	23.8%	110	18.4%	87	26.0%
Unsure	25	1.8%	17	2.8%	9	2.7%
Average Rating (1-5)	3.46		3.25		3.45	
Increasing opportunities for young people to participate						
(1) Unimportant	18	1.3%	10	1.7%	6	1.8%
(2) Neither Unimportant nor Important	62	4.5%	22	3.7%	22	6.6%
(3) Important	322	23.5%	147	24.6%	79	23.6%
(4) Very Important	366	26.7%	180	30.2%	92	27.5%
(5) Extremely Important	585	42.6%	229	38.4%	129	38.5%
Unsure	19	1.4%	9	1.5%	7	2.1%
Average Rating (1-5)	4.06		4.01		3.96	
Improving water quality						
(1) Unimportant	5	0.4%	1	0.2%	6	1.8%
(2) Neither Unimportant nor Important	24	1.7%	2	0.3%	9	2.7%
(3) Important	157	11.4%	42	7.0%	42	12.5%
(4) Very Important	270	19.7%	103	17.3%	77	23.0%
(5) Extremely Important	858	62.5%	419	70.2%	178	53.1%
Unsure	58	4.2%	30	5.0%	23	6.9%
Average Rating (1-5)	4.49		4.65		4.32	

Crosstabulation of Future Issues by Type of Angling (cont.)

Issue	Coarse Angling		Game Angling		Sea Angling	
	Count	%	Count	%	Count	%
<i>Improving the quality of fish stocks</i>						
(1) Unimportant	6	0.4%	3	0.5%	2	0.6%
(2) Neither Unimportant nor Important	26	1.9%	4	0.7%	3	0.9%
(3) Important	153	11.2%	75	12.6%	24	7.2%
(4) Very Important	345	25.1%	137	22.9%	35	10.4%
(5) Extremely Important	786	57.3%	351	58.8%	246	73.4%
Unsure	56	4.1%	27	4.5%	25	7.5%
Average Rating (1-5)	4.43		4.45		4.68	
<i>Reducing the cost of rod licences</i>						
(1) Unimportant	415	30.2%	161	27.0%	57	17.0%
(2) Neither Unimportant nor Important	536	39.1%	236	39.5%	131	39.1%
(3) Important	144	10.5%	84	14.1%	50	14.9%
(4) Very Important	85	6.2%	28	4.7%	18	5.4%
(5) Extremely Important	141	10.3%	41	6.9%	35	10.4%
Unsure	51	3.7%	47	7.9%	44	13.1%
Average Rating (1-5)	2.24		2.19		2.46	
<i>Increasing the cost of rod licences</i>						
(1) Unimportant	409	29.8%	195	32.7%	110	32.8%
(2) Neither Unimportant nor Important	643	46.9%	268	44.9%	145	43.3%
(3) Important	175	12.8%	60	10.1%	20	6.0%
(4) Very Important	30	2.2%	8	1.3%	5	1.5%
(5) Extremely Important	34	2.5%	12	2.0%	6	1.8%
Unsure	81	5.9%	54	9.0%	49	14.6%
Average Rating (1-5)	1.94		1.85		1.78	
<i>Increasing public sector investment into angling development</i>						
(1) Unimportant	48	3.5%	31	5.2%	20	6.0%
(2) Neither Unimportant nor Important	117	8.5%	66	11.1%	39	11.6%
(3) Important	375	27.3%	182	30.5%	72	21.5%
(4) Very Important	333	24.3%	120	20.1%	72	21.5%
(5) Extremely Important	418	30.5%	160	26.8%	108	32.2%
Unsure	81	5.9%	38	6.4%	24	7.2%
Average Rating (1-5)	3.74		3.56		3.67	
<i>Increasing angling trade organisation investment into angling development</i>						
(1) Unimportant	30	2.2%	17	2.8%	13	3.9%
(2) Neither Unimportant nor Important	133	9.7%	77	12.9%	28	8.4%
(3) Important	400	29.2%	201	33.7%	83	24.8%
(4) Very Important	348	25.4%	125	20.9%	71	21.2%
(5) Extremely Important	385	28.1%	140	23.5%	112	33.4%
Unsure	76	5.5%	37	6.2%	28	8.4%
Average Rating (1-5)	3.71		3.53		3.79	
					answered question	2304
					skipped question	88

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