



# Angling for Good

National Angling Strategy  
2019-2024



substance.

# Vision



## A Vision for Angling

**Develop a world class recreational angling sector enabling more people from a wider variety of backgrounds to access fishing, meaning they are more active, better connected with the environment and benefitting from the improved health and wellbeing that angling brings.**

The National Angling Strategy 2019–24 for England sets out how angling needs to be developed over the next five years to realise this vision.

There is a tremendous opportunity to grow the sport and deliver very significant benefits to those that take part and the communities in which it happens; significantly enhancing the contribution that angling makes to important national priorities.

The strategy has been developed at a time of huge opportunity but also significant challenges.

The outcomes being sought by government in sport, the environment and economy align very closely with the outcomes that angling delivers – health and well-being, environmental improvement, jobs and economic impact in rural and coastal areas.

However, angling faces some very serious challenges. It has had declining participation, partly from reduced marketing, resulting in reduced funding for it from fishing licence sales. The profile of people who take part is increasingly the older generation and it does not really include some sections of the population.

The National Angling Strategy embraces all aspects of angling – from sea to freshwater, from coarse to game – and is for all of those who fish recreationally in England.

All angling's main stakeholders have come together to agree a new way forward – a new level of cooperation; new approaches to get new audiences involved; and work to secure new resources to make this happen.

## → Aims

### **The aims of the National Angling Strategy are to:**

1. Increase participation in angling to:
  - a. Increase the numbers of people getting active outdoors through angling.
  - b. Improve the health and well-being of those that take part.
  - c. Help people and communities develop with skills, education, volunteering and facilities.
2. Connect more people to nature through angling for their well-being and to improve the environment.
3. Increase the economic impact of angling and in particular deliver economic benefits in rural and coastal communities and revenue to clubs, fisheries and businesses.



# Evidence

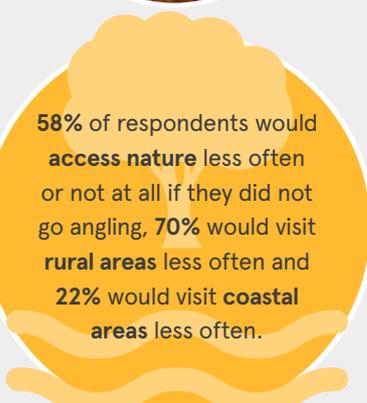
The 2018 National Angling Survey found that:



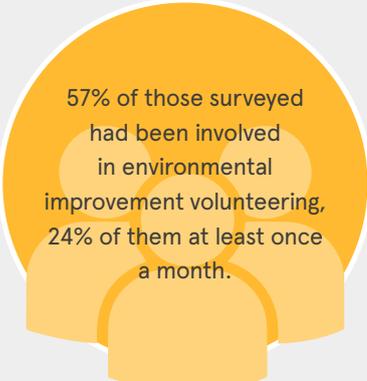
72% of respondents said that it helped to keep them healthy, 62% saying angling was one of their ways of being physically active and 25% saying it was their main way of being active.



70% said that angling helped them de-stress.



58% of respondents would access nature less often or not at all if they did not go angling, 70% would visit rural areas less often and 22% would visit coastal areas less often.



57% of those surveyed had been involved in environmental improvement volunteering, 24% of them at least once a month.

## Raise the Flag!

### Objective One: Develop awareness and knowledge of angling

*Angling needs to be visible, attractive, exciting, affordable.*

For angling to prosper, more people need to be aware of it, what they can get from it and how and where they can take part, in the sea and freshwater.

## More is Merrier

### Objective 2: Increase participation in angling

*Make it simple to recruit, retain and re-engage anglers.*

Angling needs to reverse declines in participation and grow its numbers to deliver more benefits to society and to angling. It must: recruit new people and broaden its appeal; retain anglers and increase their participation; and re-engage those who used to take part.

## Fishing for Good

### Objective 3: Develop social benefits through angling

*Make people more active, healthier, happier and engaged in nature and communities through angling.*

Angling will be used as a tool for social development by getting more people active, increasing their health and well-being, developing education and skills and increasing volunteering.

## A Blue-Green Future

### Objective 4: Develop Sustainable Places to Fish

*Develop fisheries that are local, environmentally healthy and accessible.*

Anglers need to be more involved in creating healthy, sustainable fishery environments that are close to where people live and accessible for all. Government and its agencies need work with partners to tackle environmental problems and improve sea and freshwater fish stocks.

## Value Added Catch

### Objective 5: Increase Angling's Economic Impact

*Angling will deliver a greater economic impact, be more financially sustainable, and deliver additional value to the UK economy, rural and coastal communities.*

There needs to be investment supporting long term growth in the angling sector to support the development of the market, increase income for angling businesses to enable more sustainable development and boost angling tourism in rural and coastal areas.

## Knowledge is Power

### Objective 6: Understand angling data and evidence

*Use data to ensure angling's development is informed, accurate and measurable.*

There needs to be better evidence and data to inform angling's growth, including better knowledge about nonanglers, the impact it makes and what works in angling development.

# Implementation

All the main stakeholders have agreed to establish a partnership body, the National Angling Strategy Partnership Board to take joint responsibility for implementing the strategy. Members initially will be; Angling Trust (chair), Environment Agency, Canal and River Trust, Angling Trades Association and Get Hooked on Fishing. Defra, Sport England and the Association of IFCA's will have a watching brief.

## National Angling Strategy Board:

### Membership:

The Angling Trust (Chair)  
The Environment Agency  
Canal and River Trust  
Angling Trades Association  
Get Hooked on Fishing

### Terms:

Work co-operatively to secure funding  
Create a Delivery Plan  
Create key indicators and review performance  
Liaise with England Fisheries Group, Defra, Sport England  
Promote good governance

### Funding:

Stage 1. To set up the NASPB  
Stage 2. 'Pump prime' delivery and funding plans  
Stage 3. Finances to deliver strategy



The National Angling Strategy 2019–2024 is endorsed by:

- The Environment Agency
- The Angling Trust
- The Canal and River Trust
- The Angling Trades Association
- Get Hooked on Fishing

It is supported by:

- Defra
- Sport England

Download a copy of the full strategy at:  
[www.substance.net/nationalanglingstrategy](http://www.substance.net/nationalanglingstrategy)

