

# Shaping the Future – the Angling Strategy for Wales



Strategy Framework

2014-2021

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## Executive Summary

Angling, with up to four million participants, rates amongst the United Kingdom's most popular sporting pastimes, with clearly documented social, economic and environmental benefits for the nation. It is an activity which is both affordable and accessible, offering no barriers to entry in terms of age, gender, ethnicity or disability, and can be enjoyed at all skill levels, from beginner to the highest levels of elite performance. Angling is certainly a sport which relates very positively to many of Welsh Assembly Government's 'Climbing Higher' objectives, particularly that of maximising the synergy between sport, physical activity and the natural environment, it provides for all sectors of society an absorbing and healthy opportunity to participate in an outdoor activity. The presence of anglers on and around our rivers, lakes, streams and coast also helps to monitor and protect the biodiversity in and around our water environments.

The Federation of Welsh Anglers was established in 2005 as the umbrella body for the Welsh Federation of Coarse Anglers, the Welsh Federation of Sea Anglers and the Welsh Salmon and Trout Angling Association working in partnership to promote, sustain and develop angling in Wales. In 2009 the organisation was incorporated as a company limited by guarantee. From 2009 to 2012 the organisation was guided through the sport development pathway by Sport Wales and used the Self-Assurance process to develop its governance procedures. In 2012 it was felt that a more modern approach was needed and the company re-branded to Angling Cymru.

Angling Cymru as the umbrella body is the only angling organisation recognised by Sport Wales and Welsh Government representing anglers and angling in Wales. Shaping the Future is our long term strategy for the development of angling in Wales, setting out a clear vision of our aspirations for the sport. Shaping the Future is split into three phases – 'Prepare' in years 1-3, 'Grow' in years 4 -6 and 'Flourish' in years 7-9. This strategy builds on the work that has been carried out over the term of the previous plan which enabled angling to form a stable foundation from which development can move forward. This strategy forms part of our Library of organisational plans which includes our Coaching Strategy and our High Performance Plan. This is an ambitious strategy as we are heavily reliant on volunteers from Club to Board level to support us in the significant amount of work which will be required for us to accomplish our aspirations.

VISION: Working together in unity for the betterment of angling in Wales, by improving opportunities through the club network, increasing participation & raising performance

*'Shaping the Future'*

*The Angling Strategy for Wales 2014-2021*

**Profile**

**Performance**

**Development**

**Growth**

**Environment**

PURPOSE: To promote, protect & develop recreational & competitive angling in Wales together with the environments in which they are carried out

## Strategic Framework

**VISION: working together in unity for the betterment of angling in Wales**

**by improving opportunities through the club network, increasing participation & raising performance**

PROFILE	PERFORMANCE	GROWTH	DEVELOPMENT	ENVIRONMENT
<p><b>2021 Mission:</b> The Angling Cymru partnership will be widely recognised as the body representing angling in Wales</p>	<p><b>2021 Mission:</b> Angling Cymru will have developed &amp; implemented a performance pathway &amp; infrastructure to support it</p>	<p><b>2021 Mission:</b> Angling Clubs will have a vibrant, multi-generational membership base of 90,000 &amp; our coach &amp; volunteer workforce will have grown proportionately.</p>	<p><b>2021 Mission:</b> Angling Cymru will have implemented 'Fish Mark, our new club accreditation scheme to support development, growth, raised standards, improved facilities &amp; enhanced accessibility in our Clubs, Fisheries &amp; Schools</p>	<p><b>2021 Mission:</b> The Angling Cymru partnership will be actively working with a wide range of organisations to enhance habitats &amp; access to water environments across Wales.</p>

**UNDERPINNED BY:**



# PROFILE

## 2021 Mission:

The Angling Cymru partnership will be widely recognised as the body representing angling in Wales.

Raising the profile of angling in Wales in both the recreational and competitive sides of the sport is crucial to our strategy. Promoting angling using a variety of methods interlinks into all our key objectives and will probably have the largest impact on our sport going forwards.

We need to be more proactive in promoting what we do, highlighting the benefits that angling brings to people’s lives and communities, celebrating the success we bring to Wales on the competitive stage, alongside recognising the significant environmental and conservation work our clubs are involved in.

### Do you know?:-

- Angling is the largest participation sport in the UK.
- Angling brings in more than £150 million into the Welsh economy each year
- The World Ranked Number One Men’s Shore Angler is Joe Arch from Llanishen, Cardiff
- An estimated 150,000 people in Wales go fishing

We need to engage existing anglers, we need to re-invigorate lapsed anglers and we need to get more people into angling in order to safeguard our sport for the future.



Promotional stands at shows & events



Media releases to local newspapers

## PROFILE

### 2021 Mission:

The Angling Cymru partnership will be widely recognised as the body representing angling in Wales.



Promoting angling to the wider public



### Over the next 8 years we will:-

- Improve communications with our membership
- Increase our media profile
- Develop our website with a new 'Start Fishing' section for newcomers
- Expand our social media sites
- Engage the wider public at mass audience events
- Run promotional 'Roadshows' to engage existing & new clubs in our plans & the opportunities these bring
- Hold a Welsh Angling Conference
- Engage non-member anglers & clubs through a membership drive
- Develop a Welsh National Fishing Week
- Hold showcase events for schools & communities to find out more about fishing & its benefits

### Measuring Success:-

- ✓ Raise awareness of angling to 100,000 wider public
- ✓ Monitoring website traffic data
- ✓ Monitoring social media followers & 'reach' data
- ✓ Carrying out an angling survey to check effectiveness of our activities

## PERFORMANCE

### 2021 Mission:

Angling Cymru will have developed & implemented a performance pathway & infrastructure to support it

Angling has some 26 Teams, 15 competing within the UK Home Nations and 11 Teams competing in European and World Championships. Angling is possibly the most successful non-Olympic sport in Wales producing World Championship Team and Individual Medals including Alan Price – World Champion in 2012 and Joe Arch who, for the third year running is ranked the World Number One Men’s Shore Angler.

Despite this success the funding of our National and International Teams continues to be extremely limited and remains an issue of great concern to the organisation. Whilst there is no magic wand we can wave to solve this problem we will continue to campaign to maintain the funding we do receive and will look at other avenues of funding to support this.

Whilst the competitive side of the sport is relatively small it is growing slowly. We will develop a defined, clear pathway for our talented anglers. Having undertaken a Facilities Survey we will then engage with key Fisheries and Clubs to provide talented anglers with competitive opportunities, coaching and support to their development and nurture their talents and skills.

The Welsh Federation of Sea Anglers have submitted an application to FIPS/Mer the World Organisation for Sea Angling, to hold the first Shore Angling Championships in Wales in 2018 with the support of Conwy County Borough Council.



WSTAA 2013 Rivers Team who won on the River Taff



Men’s Shore Team with their 2013 World Championship Silver Medals



## PERFORMANCE

### 2021 Mission:

Angling Cymru will have developed & implemented a performance pathway & infrastructure to support it



Ben Roberts placed 18<sup>th</sup> at the 2013 World Coarse Angling Championships



Joe Arch – ranked World Number One Senior Shore Angler for the third year running

Over the next 8 years we will:-

- Carry out a Facilities survey
- Develop Regional Centres of Excellence
- Develop & support our Clubs, Team Managers & Coaches
- Develop our competitive structure & opportunities
- Develop & support our coaches

Measuring success:-

- ✓ 3 Regional Centres of Excellence for each angling discipline will be in place
- ✓ A clearly documented competitive structure for each angling discipline
- ✓ Performance Coaches in each angling discipline will be supported to UKCC Level 3
- ✓ 9 Clubs/Fisheries will be 'Fish Squad' Accredited Clubs/Fisheries
- ✓ UK Medals – 27 gold medals
- ✓ European & World Medals – 9 medals

## GROWTH

### 2021 Mission:

Angling Cymru will have a vibrant, multi-generational membership base of 90,000 & our coach/volunteer workforce will have grown proportionally

Over the past few years angling membership, although it has not grown as we had hoped, it has remained stable, with increases in certain areas of membership. But there is a lot of work to do – with approximately 150,000 anglers in Wales, we are only currently seeing around 45,000 of those joining our NGB's. One of our key mission areas is to focus on growing our membership to 90,000.

Encouraging young people into the sport is vital to ensure angling is part of family recreation in generations to come and in turn our competitive sector will grow ensuring a steady stream of talented anglers being nurtured in our clubs.

Through the Fish Mark Scheme we will develop resources to support club coaches in delivering 'Learn to Fish' programmes. Ensuring high standards & consistency is maintained & delivered to all new participants.

Clubs will be supported to engage with their local school delivering activities such as out of classroom learning, after school clubs & activities for young people finding mainstream education difficult to engage with, through the OCN angling qualifications.

If we are to be successful in this area we will need to attract new volunteers and coaches to support us in delivering these activities through our club and regional network. We will offer support and training for anglers who wish to give some time to volunteering alongside developing new resources for clubs who are keen to develop.



Providing opportunities to try angling whatever your age or ability



## GROWTH

### 2021 Mission:

Angling Cymru will have a vibrant, multi-generational membership base of 90,000 & our coach/volunteer workforce will have grown proportionately.

Over the next 8 years we will:-

- Develop & grow our Angling Participation Programme
- Engage with Fisheries/Associations to develop 'Learn to Fish' Centres
- Develop & grow our links with schools
- Launch a membership drive
- Provide support & development opportunities for our clubs

Measuring Success:

- ✓ Provide 75,000 opportunities for people to try fishing
- ✓ Engage, develop & support 9 'Learn to Fish' Centres throughout Wales
- ✓ Establish 18 new angling after school clubs throughout Wales
- ✓ Grow our total membership to 90,000
- ✓ Grow our club numbers to 300
- ✓ Grow our volunteers and coaches to 500



From trying out casting for the first time to winning your first club cup



## DEVELOPMENT

### 2021 Mission:

Angling Cymru will have implemented 'Fish Mark' our new club accreditation scheme to support development, growth, raised standards, improved facilities & enhanced accessibility in our Clubs, Fisheries & Schools.

Angling has made significant progress over the past few years, laying the foundations from which further development can grow and flourish. Angling Cymru has recently secured additional funding to support the development of our new Club/Fishery Accreditation Scheme – 'Fish Mark'.

Unlike other sport club accreditations our scheme encompasses all aspects of angling, offering a 'pick and mix' approach instead of the standard 'one size fits all' approach. Fish Mark will give clubs and fisheries the option of choosing an award/s that best suits their specific club activities making the scheme an innovative bespoke approach.

Fish Mark will offer Club Accreditation options for safeguarding young people, work with schools, angling for the disabled, Learn to Fish & skills programmes, competitive & performance programmes and will be our key focus for development over the next 8 years which supports & interlinks with all our Mission Goals.



Our Fish Mark Accreditation Scheme logo



New platforms built by Rhayader & Elan Valley AA, making their fishing & facilities more accessible for all.

## DEVELOPMENT

### 2021 Mission:

Angling Cymru will have implemented 'Fish Mark' our new club accreditation scheme to support development, growth, raised standards, improved facilities & enhanced accessibility in our Clubs, Fisheries & Schools.

#### Over the next 8 years we will:-

- Develop & implement the 'Fish Mark' Accreditation Scheme Model.
- Develop & implement new Club, Coach, & Volunteer Resources.
- Provide support to Clubs and Fisheries undertaking the awards.

#### Measuring success:

- ✓ 80 Clubs/Fisheries will have achieved a Fish Mark Accreditation
- ✓ OCN qualifications for all angling disciplines are being delivered in 20 schools & other organisations throughout Wales
- ✓ All existing & new clubs joining our NGB's will be provided with resource packs & offered support to develop their club.



One of our school groups showing off their hard earned certificates



Having fun at one of our angling days for disabled young people

## ENVIRONMENT

### 2021 Mission:

The Angling Cymru partnership will be actively working with a wide range of organisations to enhance habitats & access to water environments across Wales

The environment and conservation are intrinsically linked with angling. A significant part of the angling experience is enjoying the outdoors and the places where we fish. In order to protect our sport and the countryside in which we carry out that sport we need to ensure that angling is properly represented, from local to government level.

Anglers are well known for their voluntary projects on environment and habitat improvement schemes and we will continue to increase our collaboration with a variety of organisations to ensure the places we fish are accessible and protected.



From fish stocks to major river works



## ENVIRONMENT

### 2021 Mission:

The Angling Cymru partnership will be actively working with a wide range of organisations to enhance habitats & access to water environments across Wales

Over the next 8 years we will:-

- Provide angler representation & consultation response, through our NGB's to key working groups & discipline specific groups & meetings, through our Board of Directors, nominated staff & volunteers to supporting funders, collaborating organisations, Sport Wales & Welsh Government.
- Work in collaboration with other organisations on mutually beneficial projects.
- Campaign on behalf of anglers
- Promote angling/waterside codes

Measuring Success:

- ✓ Angling Clubs & Volunteers will have worked on 200 habitat enhancement projects
- ✓ Angling Clubs & Volunteers will have worked on 200 access improvement projects
- ✓ Angling Campaigns such as the 'Waterside Code' and 'Hang on to your tackle' will be widely known and supported



## Resourcing the Strategy

PROFILE	PERFORMANCE	GROWTH	DEVELOPMENT	ENVIRONMENT
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<p>'In Kind' contributions from NGB's &amp; others will be the main support for this mission. Some employee hours are dedicated to website and social media but significant input from volunteers will be required to make it effective.</p>	<p>Angling Cymru currently receives limited funding from Sport Wales for our senior World &amp; European Teams to compete. 'In Kind' contributions from NGB's &amp; others will support the development of pathways/infrastructure. Sponsorship of individuals &amp; teams</p>	<p>Angling Cymru receives funding from Sport Wales to support participation growth, coaching development &amp; we have 3 part-time roles supporting this work. 'In Kind' contributions from NGB's &amp; others will also support this.</p>	<p>Angling Cymru has received a development grant for specific elements of the Fish Mark Club Accreditation Scheme. Further funding will be sought from Natural Resources Wales &amp;/or other organisations to support the implementation of the scheme within our Clubs &amp; Fisheries.</p>	<p>This aspect of our Strategy is solely dependent on our Board Directors, our NGB Executive Officers and other angling volunteers who attend meetings, respond to consultations, work on reports &amp; are generally representing angling. Club anglers who take part in a variety of environmental &amp; conservation projects.</p>



## Corporate Governance

Angling Cymru has worked alongside the Sport Wales Self-Assurance process to put into place best practice policies, guidelines and procedures. Price Waterhouse Coopers carried out an audit of this work in 2009 and all the recommended actions of this report have been fully implemented.

Our new Safeguarding Policy was implemented in 2012. We will continue to ensure we consistently review this work and Angling Cymru will apply for assessment under the NSPCC Child Protection in Sport Unit - Framework for Safeguarding and Protecting Children in & through sport in Wales.

Angling Cymru uses a Financial Procedures Manual to guide its financial affairs alongside advice from an accountancy firm and Sport Wales specialists if required. Angling Cymru will be looking at increasing its income streams in the next few years to enable the organisation to become more self-sufficient.

Angling Cymru reviewed its Risk Management Policy, procedures and Risk Register last year and will continue to monitor these arrangements.

Angling Cymru will begin to work towards the Foundation Level of the Equality Standard this year aiming to achieve this by 2016.

## Monitoring & Evaluation

Shaping the Future is the Angling Strategy for Wales. This overarching document is supported by two other Strategies in our key areas of development – coaching and high performance. These separate documents provide specific plans and our aspirations for development in these key areas. We aim to add to these in coming years with specific plans for our volunteer workforce and club network. Together these documents form our 'Strategic Library'.

This Strategy is a working document which will be monitored by the organisations Coaching & Development Committee. Each year a review of progress will take place by the Board and will be reported to our membership in the organisation's Annual Report.

A mid-term review and evaluation will take place in 2018 and then a full review and evaluation will be held in 2021 in preparation for the development of the next long term Strategy for Angling in Wales.

An Operational Plan will provide short term goals together with specific activities detailing the work to be done in order to progress our long term missions.

## Supporting/Guidance Documents




1. Brown A (2012) The Angling Organisation Survey 2012, Substance
2. Brown A (2012) The National Angling Survey 2012, Substance
3. Brown, A., Djohari, N., & Stolk, P. (2012) Fishing for Answers – the final report of the social and community benefits of angling project, Substance.
4. Angling Trust (2012) Fishing for Life
5. Sport Wales (2012) Community Sport Strategy 2010-16
6. Sport Wales (2010) Coaching Strategy 2010-16
7. Sport Wales (2010) Elite Sport Strategy 2010-16
8. Sport Wales (2012) Child Poverty Strategy 2012-2015
9. Environment Agency (2006) Fishing for the Future – Angling in 2015, our plan to increase participation

# Governance

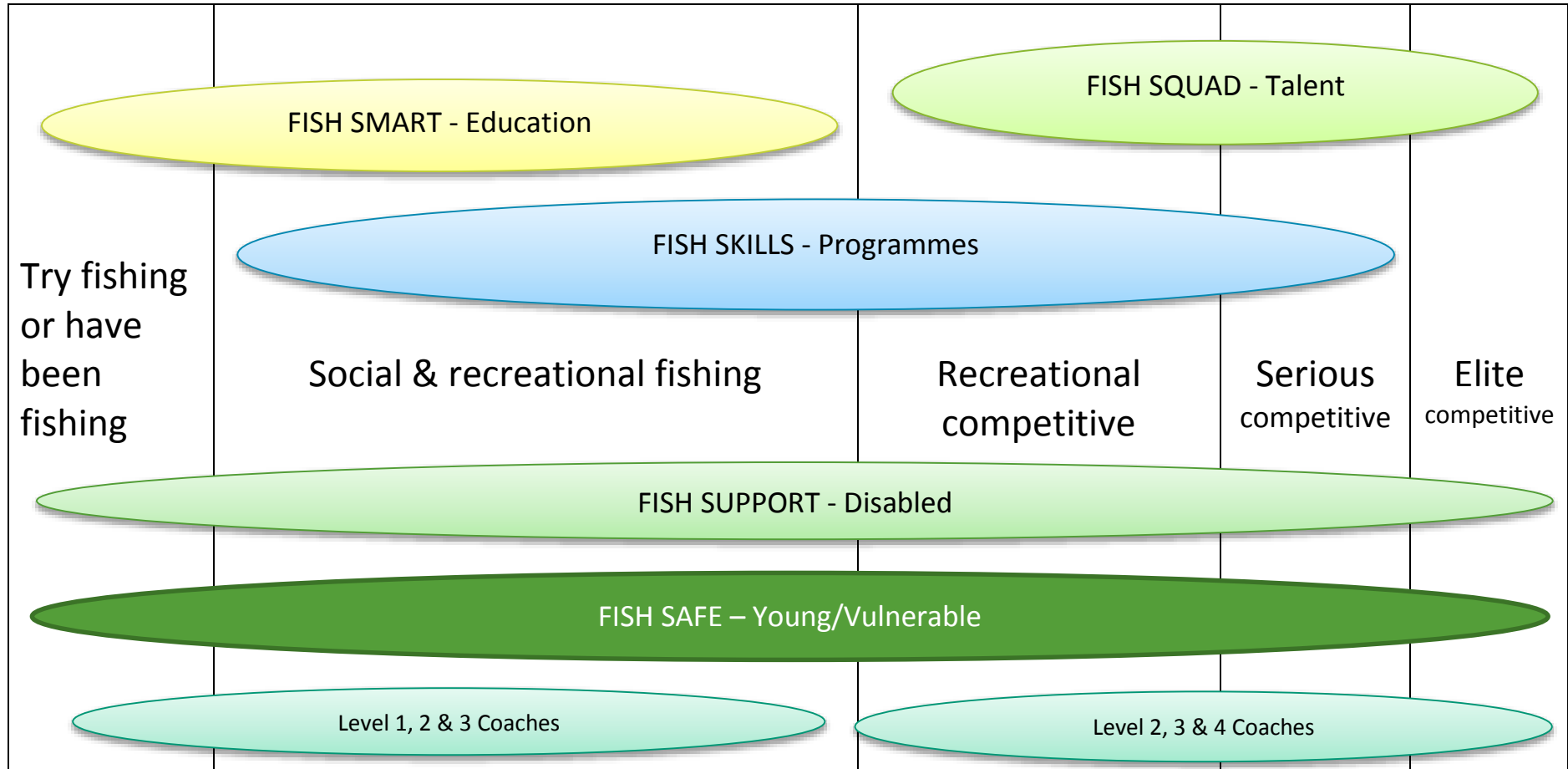
# Structure

# Angling Cymru

Board of Directors & Specialist Committee's

		
<p>Coarse</p>	<p>Game</p>	<p>Sea</p>
<p>Welsh Federation of Coarse Anglers</p>	<p>Welsh Salmon and Trout Angling Association</p>	<p>Welsh Federation of Sea Anglers</p>
<p>Clubs &amp; Individual members</p>	<p>Clubs &amp; Individual members</p>	<p>Clubs &amp; Individual members</p>
<p><b>42,548 members &amp; 162 clubs</b></p>		

### Angling Participation Model with related Fish Mark Club Accreditation schemes





**Company information:**

Registered Company Number: 06819072, Registered in England and Wales

Registered Address : 17 Gilbert Street, Holyhead, Anglesey, LL65 2NR

**Partner organisations:**



Welsh Federation of Coarse Anglers



Welsh Salmon and Trout Angling Association



Welsh Federation of Sea Anglers

**Supported by:**



**Contacts/Information:**



Email/Ebost: [contact@anglingcymru.org.uk](mailto:contact@anglingcymru.org.uk)



Website/Gwefan: [www.anglingcymru.org.uk](http://www.anglingcymru.org.uk)

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