



GET FISHING EVENT GUIDE



LET'S GET FISHING!

Thank you for getting involved in the Get Fishing campaign.

Get Fishing is all about making it as easy as possible for people to get into the wonderful world of fishing. You are joining a network of angling clubs, fisheries and coaches from all over the country who are working to get more people fishing more often.

The Get Fishing campaign is funded by the Environment Agency from fishing licence income and this guide will provide all the information you need to help run your own Get Fishing events.

How running Get Fishing events can help your club or fishery:

The Get Fishing campaign was established back in 2016 and has already helped introduce thousands of people to angling, supporting hundreds of angling clubs and fisheries all over the country.

- There were **over 500** Get Fishing events in 2019 alone.
- Provided opportunities for over **30,000 people** to go fishing for the first time (of which 60% were young people).
- Brought together organisations such as Get Hooked on Fishing, Canal & River Trust and the Environment Agency as well as angling clubs and fisheries to help introduce more people to fishing.
- 93% of people attending a Get Fishing event would recommend the event to someone else.
- 84% of people attending a Get Fishing event have been fishing again.



Getting involved with Get Fishing can help your club/fishery

- **Raise awareness**
It's a great way to raise awareness of your club/fishery among non anglers.
- **Increase fishery visits and membership sales**
People coming along to your event will enjoy it, see the great fishing on offer and will likely come back.
- **Recruit more volunteers**
Events are a great way for your volunteers to be more involved - catching a fish is great fun, but showing someone how is more rewarding!

PLANNING YOUR GET FISHING EVENT

Running a Get Fishing event couldn't be simpler but there are a number of key things you need to remember that will help you deliver an event that is safe, fun and friendly for everyone attending.

Volunteers - you'll need people to help out!

Remember that as well as showing people how to fish there'll be other key roles to run your Get Fishing event. These include: someone to manage the welcome desk or area, someone to accompany people to their fishing places and importantly, a group of volunteers to help participants start

fishing. It's important to have the right number of volunteers for the size of the event. The Get Fishing team will help you to get the number right. **You can find useful contact details on the last page of this guide.**

Save the date!

It will really help if you can get your event date(s) in your diary as soon as possible. Events can be organised in as little as 6 weeks but the longer you have the easier it will be to book a venue, recruit volunteers, and promote the event to the local community.

Equipment

Because Get Fishing events are all about introducing newcomers to fishing, you'll need to have enough equipment available for anglers to use.

Suggested equipment - 4m whips (ideally elasticated), barbless hooks-to-nylon, disgorgers, plummets, landing nets, something to sit on, hand sanitiser, and of course bait.

It may seem like a lot but don't worry, the Get Fishing team will be on hand to help access key items of equipment if required.



PROMOTING YOUR EVENT

Getting the word out about your Get Fishing event is an important part of reaching people new to fishing. If people don't know your event is going on, they won't turn up. There are a number of cost effective ways you can help spread the word:

Get Fishing website

The Get Fishing website has been set up as the ideal place for people new to fishing to find out all about fishing. As well as information on venues, news articles and videos, the website lists details of introductory events taking place all over the country.

A free event listing can be provided to all event organisers. Simply get in touch with the Get Fishing team to get your event listed on www.getfishing.org.uk.

Get Fishing Promotion Pack - poster templates, images and Get Fishing logo

To support the promotion of your Get Fishing events, we have designed a number of poster templates for you to use. These can be edited to allow you to add all the information about your event including venue address, times and key contact information. These are available in our Promotion Pack, along with Get Fishing images and the Get Fishing logo. You are free to use all of these to help promote your event on social media, your website and elsewhere.

Contact the Get Fishing team to download the Get Fishing Promotion Pack.

Social media (Facebook, Twitter & Instagram)

Promoting your Get Fishing event via Facebook in particular is a great, cost effective way of spreading the word. You can also 'boost' posts to reach individuals that aren't friends or members of your page. With as little as £20 you can reach as many as 2,000 people that aren't currently connected to your club or fishery.

Click here for further information on how you can use social media to help promote your club or fishery.



DELIVERING YOUR EVENT

There are a few things to think about when it comes to the delivery of your Get Fishing event. Getting new people fishing is a really rewarding process and by considering a few important aspects, you can ensure that everyone has a fantastic experience in a fun, safe and friendly environment.

Working with children & young people

Safeguarding children and young people at your event should be a priority. At no stage should children be left unattended at your event. Parents/Carers should take responsibility of their children at all times and shouldn't drop children off for the duration of the event. The Angling Trust have a number of really useful resources and guidance notes available to ensure you have all the information you require to help shape your event.

[Click here to download our safeguarding information for event organisers.](#)

Health & Safety

There are some health and safety considerations for running Get Fishing events, but please don't let this put you off! We've created simple guidance notes and risk assessment templates to make things as easy as possible.

[Simply click here to download all the information.](#)

Fishing licences

Everybody aged 13 and over is required by law to have a fishing licence to go fishing in freshwater. But to make that first step into fishing as easy as possible, we can arrange a '**Fishing Licence Waiver**' so that people trying fishing for the first time will not need a licence to fish while at your event. **Contact the Get Fishing team for more information.** This arrangement is part of the Environment Agency's funding of Get Fishing events.



WHAT HAPPENS AFTER THE EVENT?

How can you encourage people to go fishing again after your Get Fishing event? Here are a few ideas...

More events!

Running one, single event every year will not have as big an impact as a series or programme of events. By running a series of events (perhaps four over the spring/summer), you provide another opportunity for participants to develop their angling skills and confidence. This increases the likelihood of the participants going on to join your club or buy day tickets at your venue. **The more you do, the bigger an impact it will have!**

Membership offers

These are a great way to incentivise people to join your club or come back to your fishery after the Get Fishing event has ended. This could be as simple as offering free junior membership with every full adult membership, a discounted family membership, vouchers for money off day tickets or a discount at your shop/cafe.

Circulate a newsletter

As part of your Get Fishing event, you will be collecting some basic contact information on the people coming along. Why not use this information to send them updates on other events, news on the club or fishery and offers that you may be providing? By keeping people updated with everything going on at the club or fishery, you are more likely to see them coming back. Just remember, you need to let the participants know how you intend to use their contact information.

To get an idea of what you can do following your event to keep the participants coming back, check out the below case study from a fishery that has successfully utilised the Get Fishing programme to get people into fishing:

[Click here to see the case study for Barford Lakes Fishery](#)



GET FISHING CONTACTS & MORE INFO

GET IN TOUCH WITH THE GET FISHING TEAM

North and East of England
James Roche
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Useful information and websites

- ➡ **Get Fishing Factsheets:**
Volunteer Recruitment
Using Social Media
Health, disability and long term impairment - info for
Get Fishing events
Health and Safety
Safeguarding and working with Young People
- ➡ **Angling Trust Volunteer Handbook**
- ➡ **Angling Trust Volunteer Guide**
- ➡ **Get Fishing:** www.getfishing.org.uk
- ➡ **Angling Trust:** www.anglingtrust.net
- ➡ **Buy a fishing licence:** www.gov.uk/fishing-licences



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Get Fishing is part of the **Angling Trust's** work to increase angling participation and make angling stronger in future.

It is funded by:

- ➡ The **Environment Agency** from fishing licence income as part of the National Angling Strategic Services contract
- ➡ **Sport England** to contribute to its "Towards an Active Nation" strategy so that everyone in England regardless of age, background or ability feels able to engage in sport and physical activity