

We Fish As One

Campaign Champion toolkit for clubs, coaches and supporters in the angling community



Campaign partners



Thank you to the following campaign partners who are continually supporting our journey to enhance local communities through providing positive and inclusive angling experiences:



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Welcome



*Clive Copeland, Head of Participation,
Angling Trust*



As a We Fish As One campaign champion, you'll play a key role in representing the shared values we hold at the Angling Trust to ensure as many people as possible get to benefit from the wonders of our sport.

We're embarking on an ambitious journey and we need your help. Anyone can participate in fishing - however we have a challenge to ensure our sport is as diverse and inclusive as it is accessible. We have already been addressing some of these challenges, and We Fish As One campaign will not only bring these initiatives together but give a platform to the work we are yet to do.

We Fish As One is a grassroots campaign where you can play an active role to help raise awareness among under-represented groups and people who do not have touch-points into seeking out the sport due to perceived barriers or simply having never seen anyone like them reflected within the angling community.

This toolkit is designed to help you focus on how you feel best placed to support us on our journey, to help us join the dots at local level and create new pathways into the sport from all corners of our local community.

Whether it's using your networks, time and energy to connect with your local club, fishing spot or charity and community groups; planning a community event or championing fishing in your local press and social media, you can help introduce as many people as possible to the renowned benefits of our sport.



Clive Copeland, Head of Participation, Angling Trust

Welcome



“

Fishing has surged in popularity since the pandemic and awareness of its benefits has made its mark nationally and regionally. We know since the pandemic the health and wellbeing benefits have been far-reaching. As we face an uncertain future, one thing is clear; our blue green spaces, the great outdoors and fishing can combine to be strong agents for community development. We must bridge the inclusion gap in participation by making sure we all act from a shared understanding that to be inclusive is to be welcoming, warm and accepting of each other, newcomers and change.

I've seen first hand the far reaching impact that fishing can have on the lives of young people and families from all backgrounds. The We Fish As One campaign is seeking to honour the transformative capabilities that fishing can have within us all. I know that it has personally contributed to enhancing the quality of my life and the time I have spent with my son, and this motivates me to keep doing the work we do at Get Hooked on Fishing.

I'm proud to be a Campaign Champion for We Fish As One, and hope you will familiarise yourself with our manifesto and the standards and values this represents. I also hope by working together we can influence everyone within the angling community to act with respect and kindness and embrace the community benefits of increased participation.

”

Sarah Collins, CEO, Get Hooked On Fishing and We Fish As One Campaign Champion



Sarah Collins, CEO, Get Hooked On Fishing and We Fish As One Campaign Champion

Our vision



In order to make fishing an activity that everyone can access we need to ensure that it is truly inclusive, and to do this, we must design opportunities for the whole of our communities. We are not only facilitators for a positive fishing experience but we must also commit to being community hubs committed to bringing people together.

Who are we trying to reach through this campaign?

The campaign is particularly focussed on increasing participation among under-represented groups, including:

- Women
- LGBTQ+
- Ethnic minorities
- Those with long-term health conditions
- Disabled people
- Economically deprived
- Parents and carers
- Young people





What will campaign activity look like?

At macro level, We Fish As One is an Angling Trust campaign platform that:

- Has a strategy with a clear intention of connecting fishing with opportunities for community building activities; including launching at least seven dedicated pilot sites for regional demographic research and outreach
- Provides you with a network of other campaign champions
- Supports you with advice from the Angling Trust as a National Governing Body, providing ongoing support, including training and gaining new skills
- Designs best-practice participation experiences that take into consideration the needs of disabled people and those with long term health conditions, such as maximising events at easy to reach locations
- Promotes standards and values that create welcoming and safe inclusive environments for newcomers into the sport
- Identifies, benchmarks and evaluates activity and the role of campaign champions annually

What can you help us achieve at micro level?

As a grassroots campaign, you can help us on the ground to identify opportunities and local need, to help us to:

- Understand local demographics and remove barriers such as the cost of fishing
- Raise awareness of fishing among under-represented groups
- Identify the gaps and opportunities to ensure fishing meets the wide-ranging needs of your community
- Build community partnerships with charities, local authorities and groups that you may be part of

Role of Campaign Champions



This toolkit supports clubs, coaches and supporters to take action in their local communities to introduce more people to fishing as a community building activity. The role can be built around the time you have available, so for ease, campaign actions have been split based on this:

1. I have a few minutes to spare

- Start conversations within your local community about fishing, it's benefits and why others should give it a try, for example any local groups you're involved with or with parents at your child's school
- Share #WeFishAsOne social media posts and share your personal experience on your own social media channels
- Discuss fishing in your workplace and suggest it as a health and wellbeing activity

2. I have a few hours to spare

- Write a blog for the Angling Trust about what the #WeFishAsOne campaign means to you, perhaps around a key calendar date such as International Women's Day (March), Mental Health Awareness Week (May) or Pride Month (June) or Carer's Week (June)
- Arrange a talk at a local school, community group or charity about the benefits of fishing
- Suggest that your local club runs an event, for example: family-friendly; a partnership with a litter-picking group; an event for a local young carers group, a women's event on International Women's Day
- Post about the Angling Trust's Get Fishing events in local Facebook groups and signpost to Regional Angling Development Officers for anyone interested

Role of Campaign Champions continued



3. I've got longer to spare

- Create local links with your local authority, community groups, your local authority and charities to introduce them to your local fishing club and build a broader picture of local demographics (picking up the phone is always better than emailing)
- If you are a coach and live near a fishing spot in a blue green space or a sea fishing community, create a community drop-in event where people can try fishing for the first time
- Think about how you can increase representation at club competitions and introduce more ways for people to participate, including beginners
- Speak to your club or fishery about creating pop-up events at accessible outdoor spaces. For any events, ensure that information online is accessible, including descriptions, imagery and videos of the environment. Also consider how visitors will navigate the natural environment, and where signage could help. Visit activityalliance.org.uk for more information. If your club isn't accessible to disabled people, begin conversations to address this, or speak to your regional Angling Trust representative
- Nominate your club as a 'campaign champion club' to be recognised as a pilot site of best practice - speak to your Regional Angling Development Officer about this
- Become an approved partner for 'Get Fishing for Wellbeing' and develop local wellbeing events through your club and/or with a coach at a blue green space
- Work with the Angling Trust participation team to record data at community events
- Share your local story and #WeFishAsOne events with the press to raise awareness
- Ask your tackle shop to show support by telling them about this campaign and thinking about how they can do more to make their environments more welcoming to newcomers
- Engage your club in a #WeFishAsOne talent development programme to actively encourage people from underrepresented backgrounds to take part, taking into account flexible options for those who may need it
- Join the #WeFishAsOne Facebook group of campaign champions to share experiences and best practice.
- Join the #WeFishAsOne working group to be part of ongoing reviews, strategy, planning and delivery

Designing inclusive environments that feel safe and welcoming



In order to ensure fishing participation has a whole-of-community ethos, whether it be visiting a tackle shop or attending a coarse fishing, game fishing or sea fishing event, it is important to consider how the environment and behaviours contribute to a welcoming environment.

Communication, interaction and environment play a role in the experience of new audiences and determine whether they will continue or return to fishing.

Whether it's attending a physical event or sharing stories online, campaign champions can be ambassadors for inclusivity and reflect the values of the campaign.

Key points are:

- Embrace your inclusivity journey as a campaign champion and ensure you advocate for more visible representation of communities participating in fishing and encourage others to be kind, welcoming and part of this campaign
- Follow social media guidance and policies around the campaign and flag any inappropriate comments or hate speech that you witness within the angling community
- Don't shy away from having conversations or asking questions with people who have different lived experiences than you. Community building can be a rewarding experience and a learning opportunity that brings people together and deepens our understanding of each other
- If you hear people saying offensive or disrespectful things about anyone, including under-represented groups in the angling community, alert the Angling Trust safeguarding team to make a complaint for appropriate action to be taken. Harmful and abusive behaviour should not be written-off as 'banter'. The Angling Trust has zero tolerance for bullying, harassment, racism, ageism, misogyny, homophobia, ableism and discrimination in all its forms
- Be mindful of the needs of community members who may need additional on-site support, whether that's improving accessibility for disabled people, creche support, and accessible toilet facilities, friendly staff and volunteers, clear sign-posting and parking. Showing a video of the site (perhaps filmed on a mobile phone and put on the website) so the community can see what the site looks like before visiting
- Awareness days can provide opportunities to invite specific groups to participate in fishing to build confidence and connection to the sport in a safe space, such as International Women's Day (March), World Autism Day (April) and Refugee Week (July) View our 2022 campaign dates calendar here...
- View our updated social media policy and guidelines here...

Building community partnerships



If you have some time to dedicate to the long-term goals of the campaign, it's a great opportunity to forge new local connections with touch-points in your local community.

The best starting point as a campaign champion is to utilise any existing groups that you may already be a member of or have a connection to. This could be:

- Veterans charities
- Mental health charities
- Youth groups
- Refugee networks
- Schools
- Women's groups
- LGBT+ networks
- Disability groups and organisations

- Neurodiversity groups
- Parent and carer support groups
- Environmental/beach cleaning groups

Utilising social media to share information about how these groups can participate in fishing is a great way to reach wider audiences. By offering to connect these groups with a local club or coach, you can gain a better understanding of how they might like to participate.

It's also worth contacting your local authority to find out the best contacts for existing and upcoming projects - your local authority will be pleased to hear your ideas - we know that fishing is being increasingly recognised for its health and wellbeing benefits. This adds huge value as a community building activity.

Be sure to engage your club, coach or Regional Angling Development Officers with the contacts you generate to get plans for a #WeFishAsOne community event in motion.

Inclusive community event case study: Get Hooked On Fishing



Get Hooked on Fishing is an angling charity which helps provide positive opportunities for young people and communities.

The charity delivers fun and interactive training around the sport of angling. Their work is designed with the help of young people to give the participants more confidence and to demonstrate that there are alternative pathways and better opportunities available to them.

Sarah Collins, CEO of Get Fishing and We Fish As One Campaign Champion said: “Our approach to community inclusion is two-fold. We look for both proactive and reactive opportunities to engage young people and communities. This could be a targeted approach with a community group that has specific needs, for example mental health support, through to family based events that introduce people to the benefits of blue green spaces.

“Fishing provides an amazing vehicle to connect people not just with each other but with their own sense of self. I’ve seen young people come on leaps and bounds through learning a new skill, with boosted confidence and self esteem. When it comes to equipping wider members of the community with skills connected to angling on a long term basis, we know the benefits are far reaching for life’s many ups and downs. They come back to fishing time and time again to ground themselves in the tranquility of the outdoors and the mental health benefits of nature.”

To be further inspired by the work of Get Hooked On Fishing, visit <https://ghof.org.uk/>



Social media and PR



Social media and your local press are powerful tools that can help to spread the word within your local community. You can do this by:

- Joining local Facebook groups within your community; such as local area groups, environmental and community organising groups for litter-picking and community groups
- Share your personal story and experiences within your networks as well as any planned events
- Local newspapers and sites have surged in popularity since the pandemic, and have a great reach. You can engage them highlight the experiences of members of the community
- Consider asking a journalist if they'd like to give fishing a try themselves and attend a community event you're involved with
- Check-in with attendees at community events to see if they'd be happy sharing their story as a campaign case study; or share their details with the Angling Trust promotions team
- You can generate newsworthy hooks around awareness days, or an anniversary (for example if your club is in its 20th year)
- When writing press releases make sure you follow the 'who, what, when, where, why' structure by identifying 1) who the event is targeted at 2) what happened or what will happen at the event 3) when the event is taking place 4) where the event is taking place and finally 5) what the event hopes to achieve or achieved - the 'why', for example - a free inclusive family event to boost local health and wellbeing



Suggested supportive posts for the #WeFishAsOne campaign

Whether you're at a #WeFishAsOne event or simply want to share your love of fishing and encourage others to do the same, why not share your role on social media and ask others to engage by sharing their ideas and input?

Example Twitter post

As anglers, we know there's more to fishing than catching a fish. Angling is renowned for its benefits to our mental health and we must all play our part in its powerful potential to bring together communities and support those in need #WeFishAsOne

I'm proud to be a #WeFishAsOne campaign champion, promoting the benefits of angling in my local community and ensuring I support inclusive angling events for beginners. Find out more here: [INSERT CAMPAIGN PAGE]

For [INSERT AWARENESS DAY/MONTH] I'll be sharing my personal story of how fishing has helped me to inspire others to take part #WeFishAsOne

Example Facebook Post

As anglers, we know there's more to fishing than catching a fish. Our sport is already being celebrated for its renowned benefits to our mental health and we must all play our part in its powerful potential to bring together communities and support those in need.

The beauty of our sport is that anyone can do it. However, we face a national and regional challenge to ensure our angling community reflects our society as a whole. We know our sport is accessible, but there's much more we can do collectively and individually to tackle inequalities within the sport and improve participation among under-represented groups.

I'm supporting the Angling Trust's #WeFishAsOne campaign that supports community building events to reach underserved groups yet to benefit from fishing. #WeFishAsOne

Key campaign contacts and further information



Visit the campaign page at anglingtrust.net/wefishasone, use the hashtag #WeFishAsOne and follow @anglingtrust and @getintofishing on Facebook, Twitter and Instagram for more updates

Becoming a Campaign Champion

For information on the We Fish As One Campaign working group contact clive.copeland@anglingtrust.net

Safeguarding

For additional advice on safeguarding, contact: richard.hadley@anglingtrust.net or by calling 07720 974 811

Raising an issue

To report an issue, for example in relation to racism, misogyny, harassment, ableism, homophobia, ageism, abuse and discrimination, contact the Angling Trust's safeguarding official Richard.Hadley@anglingtrust.net or call him on 07720 974 811

Promotional advice

For PR, marketing and promotional advice, contact will.smith@anglingtrust.net

Further training and resources



For training and information on disabled people in sport and activity, please visit ActivityAlliance.org.uk

For training and information on the LGBT+ community, please visit stonewall.org.uk

For training and information on mental health, please visit mind.org.uk

For training and information on cultural and racism awareness, please visit raceequalityfirst.org



Appendix 1: We Fish As One: Inclusivity manifesto



The below manifesto serves as key campaign messaging which you may find useful when undertaking your role.

Fishing is for everyone. It doesn't matter who you are, what you do or where you live, anyone can take part and enjoy the health and wellbeing benefits.

The beauty of our sport is that anyone can do it. However, we face a national and regional challenge to ensure our angling community reflects our society as a whole.

In difficult times, it is more important than ever to share the joy of fishing with as many people as possible. In fact, we think every angler has a responsibility to do just that.

As anglers, we know there's more to fishing than catching a fish. Our sport is already being celebrated for its renowned benefits to our mental health and we must all play our part in its powerful potential to bring together communities and support those in need.

We know our sport is accessible, but there's much more we can do collectively and individually to tackle inequalities within the sport and improve participation among all corners of our communities.

Our strength lies in our unity, regardless of ethnicity, sex, gender identity, religion, sexual orientation, neurodiversity, disability, socio-economic background, age, caring or parenting responsibilities or long term health conditions.

Be part of the change and share your passion for fishing with your local community, whether it's friends, family, neighbours, colleagues.

Together, we fish as one.

Join the campaign - search 'We Fish As One' online for more information.

