



## **Virtual Fisheries Forum 01/03/2022 (Modernising Your Angling Club).**

### **Q&A session**

**Q. We still print a Permit booklet, we looked at a credit card type membership, but the Committee felt the booklet was still best as the member is carrying around the club rules, and have no excuse to say they didn't know the rules, how do you find this with a card membership?**

A. (Ray) When the person pays their membership online, we enter the members details into a database, so all contact details are stored. After this an email is sent to the new member with venue gate codes and a full list of rules so there is no excuse to have the gate code but not know the rules as they are within the same communication. They will also receive a posted membership card within 48 hours.

**Q. How many members do you have who helped develop your website?**

A. (Ray) As a club Deeping St James has just over 400 members. As for who developed the website that was myself.

**Q. Was there any resistance to the introduction of the new website/payment systems?**

A. (Ray) No, we transitioned to online payment about 4 years ago which coincided with the closure of some of the local tackle shops who previously were our membership outlets. In the first year we attempted to ease the transition by talking to the retail shops who sold our books and providing them with leaflets to pass on to anglers going there to purchase membership explaining that payment was soon going online only. Throughout covid I think most people have become very used to doing things online which shows with the lack of issues from members using the digital system. There is still a few anglers fishing our waters who insist on paying day tickets by cash out of choice and this will never

be eliminated fully. Our bailiffs use an app and can scan QR codes for pre purchased day tickets and even take card payment on the bank. Another solution used by some fisheries/clubs is second-hand car park ticket machines selling day tickets 24 hours a day. Services like Clubmate can do a lot of the website work for you if you are happy to pay for it.

**Q. What can you tell us about the remote monitoring costs that you have at the lake please?**

A. (Ray) The key to executing the solar panel initiative mentioned in my presentation was figuring out the scales of power needed and then equating this to the price of solar panels, batteries and solar device technology from a reputable supplier. There is ample information on the web about wiring if you want to do it yourselves. Hiring labour to do it for you is expensive. The company we used is called [Victron](#).

**Q. Why do you not have a dedicated members area on your website?**

A. (Ray) We decided this early on based on the fact that somebody would have to monitor it and from observing how other club's members area website sections were used the conversations often had very little relevance to fishing matters. We went down the route of Facebook instead and it has worked well so far with the added benefit that Facebook perform moderation independently.

**Q. We currently give our bailiffs a percentage of the money they take on the bank as they are all unpaid volunteers. How would you address this so that it still rewards the ones who do the most?**

A. (Alex Clegg) Your bailiffs are paid if they take a percentage of the money. This is a key distinction to make.

A. (Ray) We as a club create a pool of money from online transactions like purchase of day tickets and of that pool bailiffs are allocated a partial share. This doesn't solve the issue of rewarding those fairly who do more work than others. Our bailiff app will be a means to monitor which bailiffs are out more regularly.

**Q. Are the retailers still happy to hand out your details pointing them to the club website, when they are not making any commission from book sales?**

A. (Ray) Yes they are, we did give commission on the books. We used to use small local tackle suppliers as outlets but many of these shut down.

The retailers I have spoken to were in favour of the transition to digital payment and card allocation as it required less work of them. Our local Angling Direct wouldn't be a membership book purchase outlet because they are not insured to keep other organisations money on their premises but when the digital payment and card system came in they were more than happy to have the membership leaflets we produced and give them out to customers.

**Q. Do your bailiffs have bankside access to the membership records like the Clubmate system? Did you review Clubmate as an alternative to your own self built system?**

A. (Ray) I made my system before clubmate was around. I have looked at clubmate since, but our club has no need for it currently. Should I not be around in the future then a service like clubmate may be the best alternative. Our bailiffs do have access to our membership records on the bank via mobile phone. Our member database is stored in google sheets software which makes this easy.

**Q. How do you deal with misinformation on social media?**

A. (Ray) Most of the social media activity we get is not problematic and even if there was deliberate misinformation, the admins would moderate or correct within about 24 hours.

A. (Alex) I administrate a few Angling Trust pages and there are special permissions you have to moderate activity through comment deletion, hiding comments or even blocking users/repeat offenders.

**Q. Bailiffs could carry a set of QR codes that take people direct to payment pages for different ticket types. Angler scans code with their phone to pay?**

A. (Ray) Our bailiff app NOMOD doesn't sell tickets using QR codes but another system which works equally as well. QR codes would work fine as well as using short web addresses. All this would rely on anglers carrying a mobile phone with data. Another point is that our bailiffs carry A5 handouts in different languages explaining that fisheries are privately owned, and a day ticket is required explaining all the ways how payment is possible.

A. (Alex) The Angling Trust building bridges team will translate any rules/fishing related documents completely free of charge to clubs &

fisheries so if anyone watching requires this service contact [Janusz Kansik](#).

**Statement. Clubmate is OK, but is quite expensive and comprehensive, A lower cost option for an online database tool is MemberMoJo.**

A. (Ray) I have looked at MemberMojo as well and it is a good tool.

**Statement. We run a 1000-member club; I have developed our website using the Wix platform. When I started the site five years ago, I had no web developing experience, our site takes payments for membership and day tickets, has a night booking system, & events calendar, with lots of information too. the cost is not too expensive at £350 per year, if anyone wants to have a look at what you can achieve with little experience, have a look at [winsford-anglers.com](#)**

A. (Alex) Fantastic to hear.

B. (Ray) Many of the web development tools like Wix are very user friendly and work like software lego where ready built features are able to be combined to produce a site. This is different to building a website from scratch but is a viable route to take if you are willing to pay for it.

**Q. If you were not around to keep your angling club's website/software maintained and working effectively what would they have to do? How easy is it to use the tools you have mentioned?**

A. (Ray) Having skilled people is absolutely vital, but I do not do everything. The work is spread between multiple individuals within the club putting together our different skillsets. I also designed most of the features of my system to be as user friendly as possible. JOTFORM is the most complex system I have integrated.

**Statement. Along with building my clubs website I am a professional developer. Over the past few years, I have been working with other fisheries developing similar systems. The websites I build are all self-maintained by the club/ syndicate and no coding knowledge is needed.**

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A. (Alex) Thankyou for that Joe, we will include that in the written document circulated afterwards.

## Key contacts from this forum meeting:

- Alex Clegg (Angling Trust National Angler Engagement Manager)  
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