



DEVELOPING FUNDING OPPORTUNITIES

ANDY PETCH



**ANGLING
TRUST**

ANGLING IMPROVEMENT FUND MANAGER

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DEVELOPING FUNDING OPPORTUNITIES



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ABOUT ME

- **Sat on various grant awarding bodies**
- **Made several successful funding bids**
- **Former Group Leader on the County Council**
- **Treasurer of a Union**





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1

DEVELOPMENT PLAN

- **Write a development plan for the club & approve at AGM**

2

• **CLUB DEVELOPMENT OFFICER**

- **Appoint a Development Officer to the committee**

3

• **APPOINT A PERSON TO COMPLETE APPLICATIONS**

- **Not the Secretary or 'usual person'. A specific role**



PROJECT	SIZE	COST	BENEFITS	Priority
Replace lifebuoys at Fox Hole Pond	S	£607.26	<ul style="list-style-type: none"> • Validates insurance • Safety of membership 	1
Install fish refuge and habitat areas at Sun Oak Pond	M	£7,600	<ul style="list-style-type: none"> • Protect Fish Stocks • Improve habitat visually and environmentally • Increased bird, invertebrate and natural plant life • Educational tool for junior members & visiting groups • Reduce silt build up & erosion of bank by footpath • Potentially installed by local community pay back or volunteers 	2
Launch junior section & secure trained coaches	S	£1900	<ul style="list-style-type: none"> • Longevity of club secured • Increase family involvement (new committee) • Assists in meeting safeguarding requirements • Widens possible appeal & grows Inclusivity options • Offers outdoor youth activities that improve their health & wellbeing • Enables Club to approach other partners, thus broadening possible alternative funding streams 	3
Build toilet block at Buchan Park Lake	L	£12,000 (stage 1) £5,500 (stage 2)	<ul style="list-style-type: none"> • Increase female & disabled membership opportunities • Decrease people utilising bushes, thus improving relations with leaseholder & public • Occupy problematic fly tipping spot 	4
Install otter fence at Island Pond	L	£17,555	<ul style="list-style-type: none"> • Fish protection • Reduce stocking costs • Securing of lake from trespassers • Increase catch rate / attract membership 	5



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COSTINGS

- **Gather quotes (3)**
- **Match Funding**
- **Statements**

PERMISSIONS

- **Landowner consent**
- **Flood risk permissions**
- **Natural England**
- **Historic England**

POLICIES

- **Risk assessments**
- **Insurance**
- **Safeguarding**

INITIATIVES TO IMPROVE BIDS

- **Participation – Get Fishing**
- **Coaching – Level 1 and 2 Coaches**
- **Wellbeing – Get Fishing for wellbeing**
- **Litter – Anglers against litter**
- **Engagement – Building Bridges**
- **Enforcement – Voluntary Bailiff Scheme**
- **Inclusivity – We fish as one**
- **Environment – Line Recycling and Water Testing**

USE THE BRANDED LOGOS



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MAKE YOUR LIFE EASY 1



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- Write a **generic transferable summary**.

This enables you to cut and paste into different funding application forms

Example :

'We plan to install a bespoke fence to prevent Otters from gaining access to our fishing lake and eating our highly valuable fish, many of which are worth over £2,000'.

Rather than :

'We plan to install an Otter Fence at our main Carp water'.

- **Start your application *early*. Not near to or even worse, after the closing date**
- **Don't undersell yourself! Other applicants won't. It IS a competition!**
- **Be persistent. Ask for feedback and reapply. Don't take rejection personally.**

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MAKE YOUR LIFE EASY 2

- **Look beyond just the obvious benefits. Try to include: Health & wellbeing, PTSD recovery, get outdoors, enjoying nature, environmental awareness, large memberships, community partnerships, all ages & genders can take part**
- **Ensure the figures in the budget add up!
Failing to do this will give a very poor impression**
- **Don't forget to include any documentation that the funder has asked for**
- **Omit spelling mistakes, abbreviations & jargon**



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Welton & District Anglers
Angling for all for over 80 years



30th February 2022

Dear Councillor Johnson,

Firstly, may I congratulate you for your success at the recent elections. Clearly you are doing something right to have served the community for over a decade.

I too have been in my post as Secretary of Welton and District Anglers for over a decade and I'm sure you can empathise that sometimes it feels like a life sentence. However, the feeling of making a difference far outweighs the challenges.

We are holding an open day on May 15th at Furnace Pond. This is our fishery on Mill Farm Lane, NW3 6PL (opposite the entrance to the Nature Reserve). It's one of 6 that the club leases and looks after for our 235 members.

In recent years our membership has fallen, and this includes the number of juniors who are joining. The attraction of computer games is strong and there are so many options available to young people now. Therefore, we have put together a 5-year Development Plan with the aim of doubling this number. The open day is just one event we have planned to attract local families to learn more about our Club. There will be a treasure hunt for younger children and plenty of food, tea and cold drinks for hungry parents.

The club was hoping that you might be available on the day to present our prizes and perhaps say a few words about the importance of being outdoors and the wellbeing benefits it can offer young and old alike? You'd be most welcome to invite your family along too and have a go at fishing at what is our most popular water. I notice that it links in well with the Council's 'Get Outdoors' campaign that I have seen advertised in the local press and may provide an excellent photo opportunity should you want to have some taken.

If not, we'd love you to come down on another day to see what we are doing in the community, but please bring a sturdy pair of boots as there are a few areas on the bank that need considerable repair and renewal. We are working on ways to raise funds in order to rectify this as part of our 5-year Plan.

I'd also gladly attend a Council meeting to give a short presentation about the Club and to learn ways that we can become more involved with the town's community and perhaps access the local schools to promote awareness of the benefits Angling can offer. We think we have a great story to tell about enjoying nature and how Angling can deliver that in ways most would never even think of, giving people a lifelong healthy nature-filled hobby with no age barrier.

I will call you in week or so to give you more details, or please feel free to contact me before then if convenient with the details given below.

Many thanks and hope to see you in May, if not before.

Yours sincerely,

Mr Albert Jenkinson

Secretary
Welton and District AA

A Jenkinson, Hon Secretary
Welton & District Angling Association
3 Alroy Road, Haringey, London, NW11 3PL
0207 7878 1036



GOOD FUNDING LETTER

- **Uses the name of the addressee**
- **Uses the Angling Trust initiative logos**
- **Describes the wider benefit that the funding idea brings**
- **Provides clear contact details**
- **Written in a concise yet friendly manner**
- **Gives background to the organisation**
- **Has a clear purpose**
- **Is not just solely requesting money**



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3 Alroy Road
Haringey
London
NW11 3PL

30th February 2022

Dear Councillor,

I am Treasurer of Welton and District Angling Society and am writing to ask if there is any funding available for our project we are looking to build.

We have wooden platforms at our pond on Mill Farm Lane and several of them have become unsafe to walk on due to their age and condition. The club have been forced to shut a number of pegs down to prevent accidents and this is also making it very difficult for some of our disabled anglers.

We only have limited funding and our membership has fallen away in recent years. Any assistance in this would be most appreciated.

Yours Faithfully

Bert Jenkinson.

LESS INSPIRING FUNDING LETTER

- **Boring to look at and read**
- **Only asks for money**
- **Impersonal clearly lacks effort**
- **Doesn't give the impression that granting the requested funding will resolve the issue**
- **Doesn't sell the organisation or inspire confidence**

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THINK LIKE YOU ARE JUDGING THE APPLICATION!

- Remember – the panel or individual making the decision will be reading lots of applications – **STAND OUT**
- Projects that are 'oven ready' & therefore deliverable will be more likely to succeed. Give the reader confidence!
- It is vital that you sell the wider benefit of your project & demonstrate that your organisation is inclusive to all
- Human nature dictates that they may carry personal biases – this is even more reason to – **STAND OUT**
- **WOULD YOU GRANT YOUR APPLICATION £XXXX£??**





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IN MY OPINION.....



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**The key to success, is to make your project
fit their criteria -**

**Not wait for a funding stream
that matches your project.....**

as you could be waiting for a very long time!

Thanks for listening

