



# **The Get Fishing Campaign – What we do about participation?**

**James Roche – Angling Development Manager (North)**

# Overview

Provide an overview of the role that the Angling Trust are playing in getting more people fishing more often through our Get Fishing campaign.

Look at the Get Fishing for Well Being programme and how you can get involved.

# The Get Fishing Team



**Clive Copeland** – Head of Participation

**Will Smith** - Angling Promotions Manager

**Jimmy Willis** – Marketing Manager

## **Regional Team - North**

**James Roche** – Angling Development Manager

**Mark Gambles** – Reg Dev Officer (Yorks)

**Dave Munt** – Reg Dev Officer (North East)

**Darren Birch** – Reg Dev Officer (North West)

**Tom Humphreys** – Reg Dev Officer (East of Eng)

## **Regional Team - South**

**Dean Asplin** – Angling Development Manager

**Dave Evans** – Reg Dev Officer (West)

**Graham Mabey** – Reg Dev Officer (South East)

## **Coaching**

**Richard Hadley** – Coaching Centre Manager & Lead Safeguarding Officer

**Angela Woodgates** – Coach Licencing

**Suzy Ragnoli** – Coaching Qualifications

## **Reel Education Team**

**Chris Holden** – North

**Neil Wylie** - South

<https://anglingtrust.net/getfishing/contact-us/>

# The Get Fishing Campaign

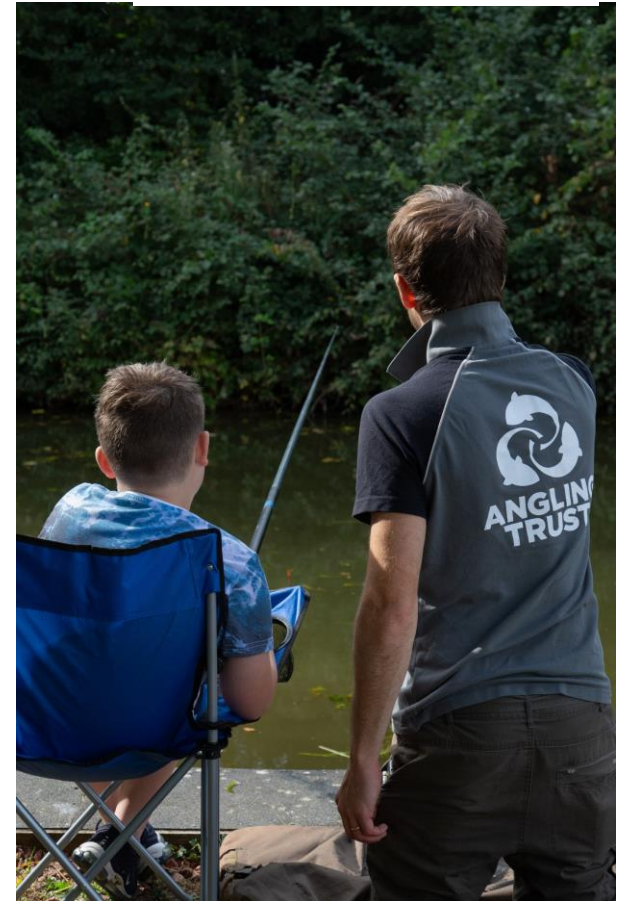
The Get Fishing Campaign is funded by the Environment Agency and Sport England, brings together organisations all over the country to help get more people fishing more often.

Commercial support from both Shakespeare and Angling Direct.

*Shakespeare*<sup>®</sup>

**Angling Direct**

Getting Everyone Fishing



# The Get Fishing Campaign

Two main areas of focus;

- Event Delivery
  - Get Fishing for Well Being
- Marketing and Communications





# Event Delivery

A year round programme of events to give people the opportunity to return or have a go at fishing and learn how to become an angler.

Delivered in partnership with partners, local clubs, fisheries, volunteers and coaches

Based on a very simple, basic introduction to angling.

Resources available to help organisations deliver events and activities



# Event Delivery



Key areas of support;

- Giving delivery partners the resources they need to deliver safe, enjoyable events
- Safeguarding
- Coaching
- Health and safety considerations
- Funding - Get Fishing Fund and other national and local opportunities
- Get Fishing Awards – provides some structure to a delivery programme – focus on creating people that can fish confidently, independently.



# Get Fishing Awards

<https://anglingtrust.net/getfishing/get-fishing-awards/>





# Event Delivery



By working with partners, clubs and fisheries all over the country, approximately 38,000 people are engaged through the Get Fishing Event delivery programme every year.

[www.anglingtrust.net/getfishing](http://www.anglingtrust.net/getfishing) provides further information on the events we support all over the country

# Get Fishing for Well Being

- Launched in 2023
- It is an accredited process to be recommended to the social prescribing sector
- Currently we have 35 Get Fishing for Wellbeing Approved Partners
- Looking for to register more partners in 2024
- Links to Sport England, NHS, Active Partnerships etc
- If you or your organisation would like to be considered to become a Get Fishing for Wellbeing Approved partner then please visit the below webpage for more info
- Webpage: <https://anglingtrust.net/getfishing/getfishingforwellbeing/>



# Marketing & Communications



Our Marcomms approach focuses on two main outcomes;

- Influencing non anglers to engage with angling
- Talking to people after they have attended events to help them create an angling habit



# Marketing & Communications



## Talking to people after they have attended events

Participant data collection at events is an absolutely vital part of our wider work to ensure we are able to follow up with suitable messages following attendance at an event.

This ensures we can pass on information about next steps to keep people involved in fishing.





# Marketing & Communications

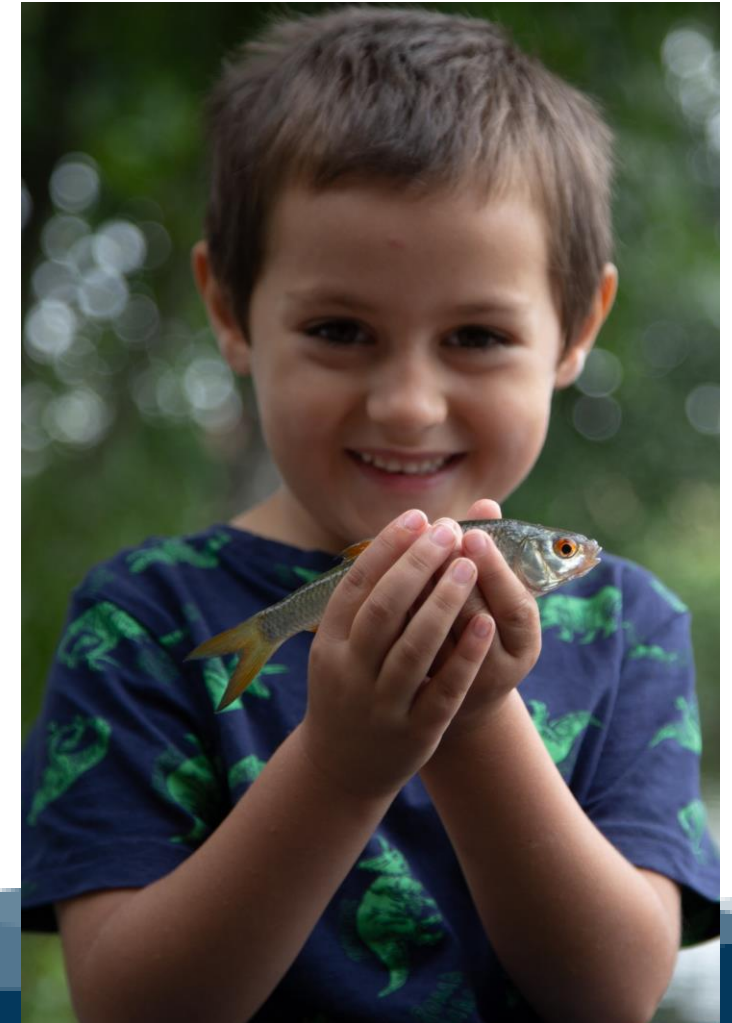


## Influencing non anglers

A key part of our Marketing & Communications strategy

Focused on targeting specific audiences with relatable images and messages to 'sell' the sport of angling.

Family audiences are a key group, in particular influencing 'mums' or parents as key decision makers.



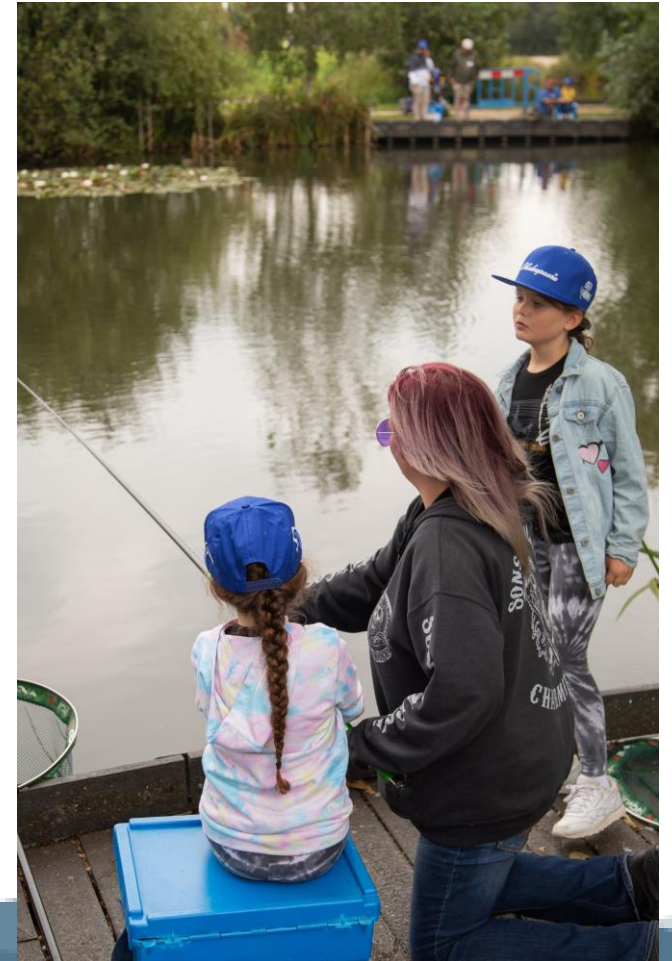
# Marketing & Communications

Get Fishing Social Media Pages & Influence

YouTube, Facebook, Twitter, Instagram, Tiktok

Focus on providing content for people completely new to angling, just getting started or coming back to the sport to help keep them fishing

**Our reach is increasing every month to a current figure of 1,485,000.**



# Funding Opportunities



Fisheries Improvement Programme – closes on the 14<sup>th</sup> Feb

<https://anglingtrust.net/funding/fisheries-improvement-programme/>

Get Fishing Fund – incl coaching bursaries

<https://anglingtrust.net/funding/get-fishing-fund/>

Sport England Funding opportunities incl Small Grants

<https://www.sportengland.org/funds-and-campaigns/our-funds#our-open-funds-23018>

Active Partnerships – local pots of funding  
(<https://www.activepartnerships.org/>)

# Summary



A huge amount of work going on to help get more people fishing more often.

Working with national and local partners to create more opportunities to Get Fishing

Work underpinned by both an event delivery programme and Marketing & Communications strategy.



# Links and Further info



Safeguarding - <https://anglingtrust.net/safeguarding/>

Coaching - <https://anglingtrust.net/get-involved/coaching/>

Get Fishing for Well Being -  
<https://anglingtrust.net/getfishing/getfishingforwellbeing/>

Get Fishing Events Page - <https://anglingtrust.net/getfishing/events/>

Fisheries Improvement Programme -  
<https://anglingtrust.net/funding/fisheries-improvement-programme/>

Sport England Funding - <https://www.sportengland.org/funds-and-campaigns/our-funds#our-open-funds-23018>

Get Fishing Team contact info - <https://anglingtrust.net/getfishing/contact-us/>

# For more info

James Roche – Angling Development  
Manager (North)

[James.roche@anglingtrust.net](mailto:James.roche@anglingtrust.net)

Dean Asplin – Angling Development  
Manager (South)

[Dean.Asplin@anglingtrust.net](mailto:Dean.Asplin@anglingtrust.net)

[www.anglingtrust.net/getfishing](http://www.anglingtrust.net/getfishing)

