

# The Angling Organisation Survey 2012

## Survey Report



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**substance.**

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## Executive Summary

As part of the work to produce the National Angling Strategy, Substance was commissioned by the Angling Trust and funded by the Environment Agency to undertake two major surveys of angling in England and Wales. The Angling Organisation Survey was an in-depth survey of those involved in running, volunteering and working for angling organisations and organisations related to angling. It took place from August 1<sup>st</sup> to August 31<sup>st</sup>, was conducted online and had 785 responses.

63% of respondents were angling clubs, but there was a healthy cross section of other organisations, including fisheries, the angling trade and youth, environmental and charitable organisations.

The vast majority – 85.8% - of organisations are already involved in promoting angling to new audiences; and 77.6% said they also worked to increase the frequency of existing anglers.

23.2% rated events and taster days as a 'very successful' way of engaging new anglers; with 21.8% saying coaching and 17% saying promotion and information.

In terms of developing angling participation, angling organisations told us that the 'most important' area they needed help with was improving fish stocks (31%), improving access to facilities (19.7%), promoting local angling (16.2%) and help securing cheaper fishing (11.5%)

To get anglers to go fishing more often, 37.8% said that competitions were the 'most successful' approach, followed by coaching and casting (15.7%) and forming junior sections (12.9%).

Although organisations had had more success with attracting older age groups, 45.9% saw school children as the group with 'most potential' for increasing angler numbers

The most common form of partnership organisations have is with other angling clubs, with 72.2% of respondents having existing relationships. Tackle shops are also very important partner organisations, with 61.1% (n=420) of organisations having existing partnerships.

Over two-thirds (69.4%) of organisations do not have a relationship with their local authority – an important area for development especially given new 'localism' agendas.

Satisfaction ratings for those that had worked with the Angling Trust were very high, with ratings of 1 (very satisfied) and 2 (satisfied) the highest for legal action, promotion and campaigning .

Organisations said that the priorities for the Angling Trust should be PR and promotion of angling (18% saying this was the one thing they should focus on); and 22% said that work with young people was the most important area to promote angling. In terms of help that organisations need from the Angling Trust, addressing the issue of predation was the highest scoring (18.1% saying it was most important), followed by help with enforcement (7.3%) and promotion of local angling opportunities (6.2%).

25.5% were 'very satisfied' with EA services around licensing and 17.9% for fishery management - the areas that scored highest. Where organisations felt EA information could be improved, 10% said better consultation was needed, 9.3% said increasing its profile and 8.5% said developing online information with 7% saying 'more accessible' information was needed

Respondents said that the Environment Agency's priorities for helping organisations should be help with legal/leasing issues (25.7%); tackling predation (18.4%); and habitat improvement (16.5%). In order to help the development of angling, 20.6% said that EA should prioritise promotion work, 12.5% saying work with juniors and 9.2% on reducing costs.

## Introduction

As part of the work to produce the **National Angling Strategy**, Substance was commissioned by the Angling Trust and funded by the Environment Agency to undertake two major surveys of angling in England and Wales.

**The National Angling Survey** sought to garner information and views from as wide a population of anglers in England and Wales as possible. The key elements of this survey were to:

- Provide data on the respondents and their angling participation
- Understand more about the barriers they faced in going angling more often
- Find out their views about key issues to do with the Environment Agency and the environment
- Of those that went sea angling, to find out their views about key issues to do with sea angling

**The Angling Organisation Survey** was a more in depth survey of those involved in running, volunteering and working for angling organisations and organisations related to angling. This included angling clubs, national and local angling organisations, charities, rivers trusts and the angling trade. It sought to understand more about:

- The activities that organisations had undertaken to promote angling participation – and their views of the success of these
- Their views on services provided by the Angling Trust and Environment Agency
- Their priorities for future action in relation to the promotion of angling, the environment, fish stocks and habitat
- Their views about the future delivery of angling-related services

The surveys both took place through the summer of 2012

- The National Angling Survey from July 9<sup>th</sup> – August 31<sup>st</sup>
- The Angling Organisation Survey from August 1<sup>st</sup> to August 31<sup>st</sup>

### ***Angling Organisation Survey Methods***

The Angling Organisation Survey was conducted online (hosted at [www.surveymonkey.com](http://www.surveymonkey.com)), with a link provided via the Angling Trust's website. The Angling Trust and Environment Agency were keen in this instance to get the participation of as many angling organisations as possible. With limited time and resources to do this, an online survey that was advertised as widely as possible was the most appropriate approach.

The Angling Organisation Survey was promoted as follows:

- An email sent by the Angling Trust to their members and contacts
- On the Angling Trust web site, Facebook page and Twitter
- Via the angling press
- Through various networks and angling membership associations
- To respondents of the National Angling Survey who indicated that they were involved in running an angling organisation and were happy to take part in future research run by Substance.

### ***Other Research and Consultation***

The surveys were conducted alongside other consultation and qualitative research with a range of angling organisations. This included:

- A two day consultation event with c.50 angling organisations
- Consultation meetings
- In-depth qualitative telephone interviews with a sample of angling organisations

## Section 1. Survey Respondents

### 1.1 Response Rate

The total response count was 785. Of these 607 completed the survey, a 77.3% completion rate.

### 1.2 Type of Organisation

As this survey was aimed at those involved in running angling-related organisations, we asked respondents to say what sort of angling organisation they were most involved in. The overwhelming majority were angling clubs (63.7% (n=500)) as one might expect as these are much greater in number. However, there were also a significant number of fisheries – 17.2% (n=135) – and a smaller number of angling businesses (3.6% (n=28)). There were also a good range of youth projects, rivers trusts and environmental organisations. 5% of respondents indicated 'other' and this included match organisations (8), fishery owners (7), casting instructors (7) and charities (6) amongst others.

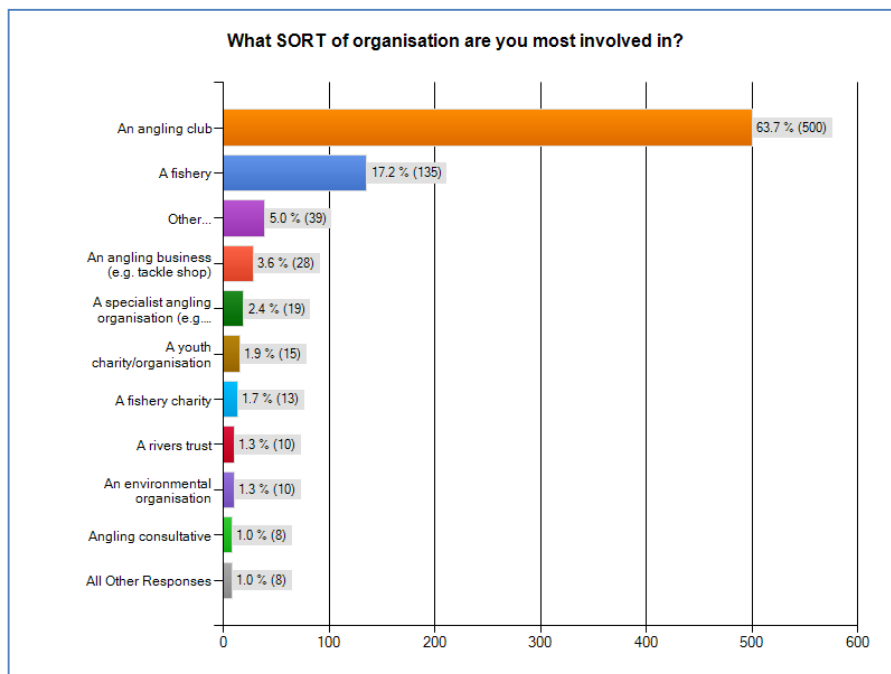


Chart 1. Type of Organisation

Type of Organisation	Response Percent	Response Count
An angling club	63.7%	500
A fishery	17.2%	135
Other...	5.0%	39
An angling business (e.g. tackle shop)	3.6%	28
A specialist angling organisation	2.4%	19
A youth charity/organisation	1.9%	15
A fishery charity	1.7%	13
A rivers trust	1.3%	10
An environmental organisation	1.3%	10
Angling consultative	1.0%	8
The Angling Trust	0.6%	5
A health-related organisation	0.3%	2
Angling Trades Association	0.1%	1

Table 1. Type of Organisation

## 1.2 Position in Organisation of Respondent

We also asked respondents to say what position they held in their organisation and Chart 2 shows the results, with the largest proportion being secretaries, followed by committee members. A significant number – 19.1% (n=150) – selected 'other' and this included bailiffs (26), managers (12), club members (9) and match secretaries (7).

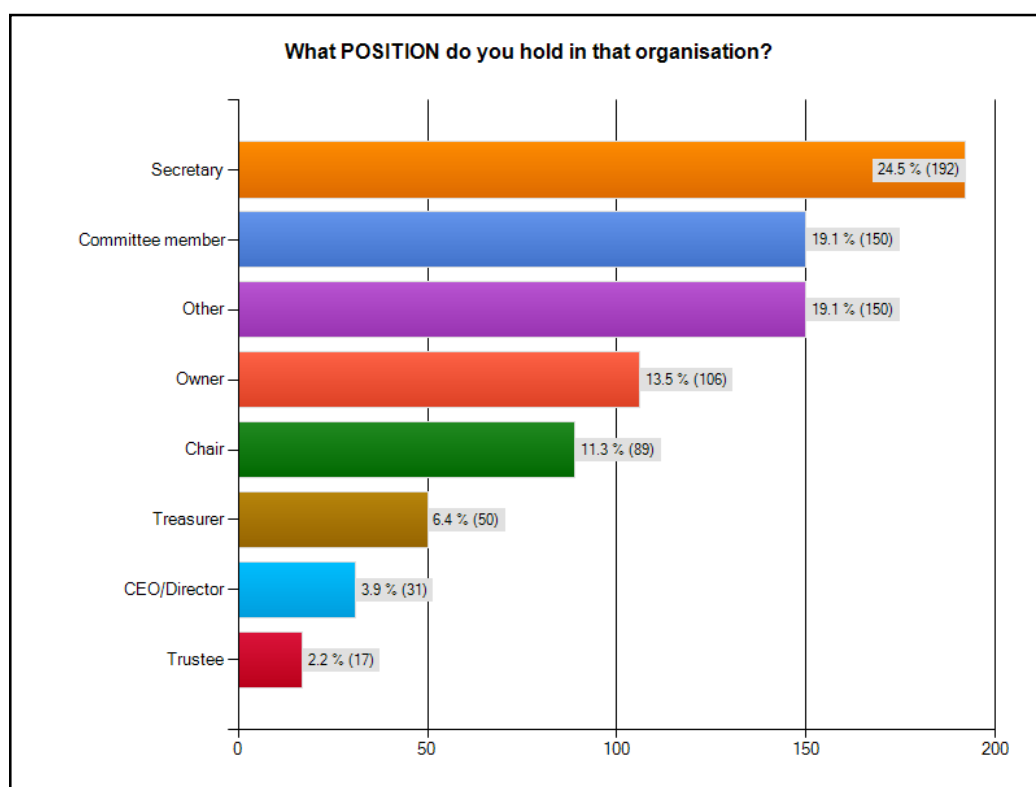


Chart 2. Position in organisation

## 1.3 Membership

To get an idea of the range of organisations we asked respondents how many members their organisation represented (if relevant as some were not membership organisations). Table 2 shows the responses with the highest proportion in the 51-200 bracket.

	Response Count	Response Percent
1 - 20	64	8.2%
21 - 50	119	15.2%
51 - 200	198	25.2%
201 - 500	121	15.4%
501 - 1,000	47	6.0%
1001 - 5000	51	6.5%
5001 - 10,000	5	0.6%
10,000+	7	0.9%
N/A	173	22.0%

Table 2. Number of members

## 1.4 Type of Angling

We also asked what forms of angling their organisation was most involved in. As many organisations take part in a range of types, we asked respondents to list the Top 3 that were most important to them. As with the National Angling Survey coarse stillwater fishing was the most common 'most important' type of fishing by some distance (365 selected it as number 1, with an average rating of 2.6<sup>1</sup>).

Type of Angling	1 (most impnt.)	2	3	Response Count	Rating Average
Game – stillwater	79	61	32	172	2.3
Game – river/canal	102	39	55	196	2.2
Coarse – stillwater	365	126	35	524	2.6
Coarse – river/canal	129	220	43	392	2.2
Sea angling – shore	30	24	21	75	2.1
Sea angling – boat	16	16	19	51	1.9
General/all angling	40	51	167	258	1.5
Other	14	5	26	45	1.7

**Table 3. Type of Angling**

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<sup>1</sup> Rating value based on 1 (most important) being given a value of 3 and 3 (least important) being given a value of 1 – i.e. the higher the score, the more often organisations cited that option.

## Section 2. Increasing Participation

We asked respondents to tell us about their experience and views of increasing participation, both in terms of attracting new anglers and in increasing the amount of fishing existing anglers do.

### 2.1. Promotion of Angling to NEW Anglers

We asked respondents whether their organisation tried to encourage new people to take up angling. The responses were:

- Yes: 85.8% (n=671)
- No: 14.2% (n=111)

We then asked a series of questions about this element of their work.

#### i) Reason for not Promoting Fishing to New Anglers

Of the 14% of organisations that did not try to encourage new anglers, the most common 'most important' reason given was that they either did not want new members or the membership was full (39.6%, n=44). A significant number of respondents (n=35) selected 'none of the above/other' as the most important reason: being a specialist angling organisation (7), not their remit (4), and lack of interest (4) were the most common 'other' reasons given.

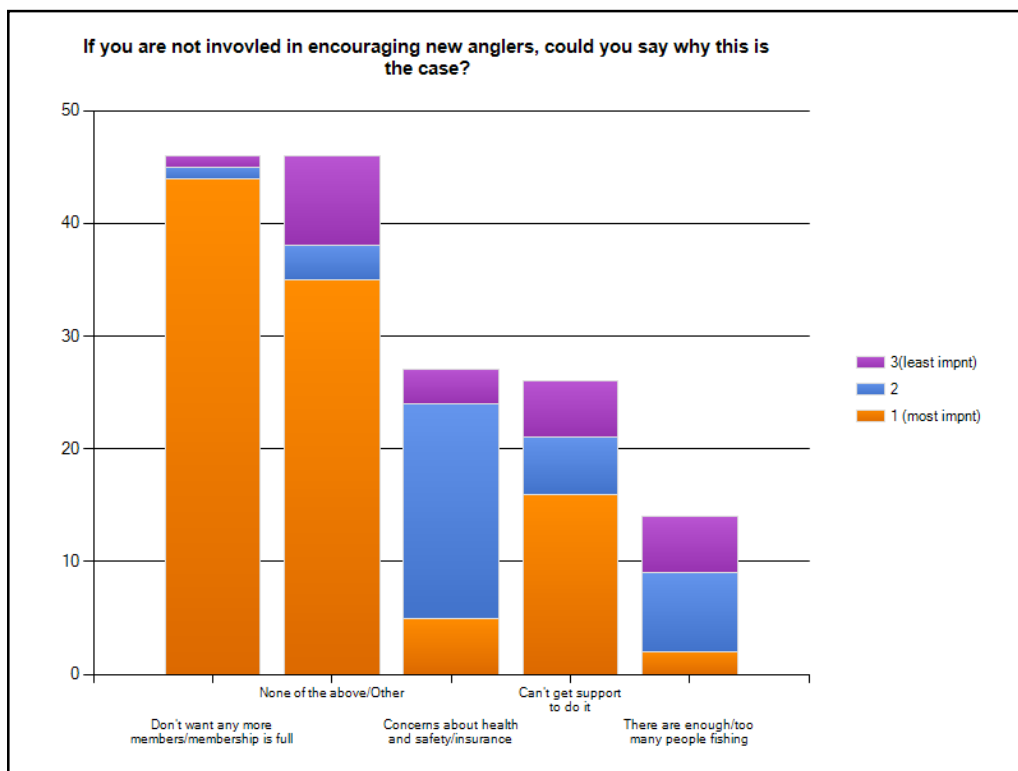


Chart 3. Reasons why organisations not involved in encouraging new anglers

#### ii) Most Successful Approaches

Of the 85.8% (671) organisations that had been involved in encouraging new anglers, the approaches rated 'very successful' by most organisations was free events/taster days with 23.2% (n=156) selecting this as 'very successful', but coaching received a higher overall rating



average<sup>2</sup> of 4.0 (21.8%, n=146) and promotion of information was also important (rating 3.7, 17.0% (n=114) saying it was 'very successful').

Approaches	1 (very successful)	2	3	4	5 (very unsuccessful)	Rating Average
Free events/taster days	156	84	100	35	15	3.8
Coaching	146	116	82	25	10	4.0
School programmes	61	39	55	39	14	3.5
Promoting information about how and where to fish	114	120	123	44	11	3.7
Other	55	20	40	7	6	3.9

Table 4. Successful approaches

### iii) Help in Attracting New Anglers

In terms of help that organisations require in attracting new anglers, help improving fish stocks was the option with the highest proportion selecting it as 'most important' (31%, n=208) as well as most people selecting this having the highest average rating (2.5). This was followed by help improving access to facilities (19.7%, n=132, rated 2.1). Help promoting local angling (16.2%, n=109, 2.0) and help securing cheaper fishing (11.5%, n=77, rated 2.0) also scored relatively highly something that was also highlighted in the National Angling Survey.

	1 (most impnt)	2	3	Response Count	Rating Average
Help securing cheaper fishing	77	65	72	214	2.0
Help improving fish stocks	208	97	45	350	2.5
Help improving access and facilities	132	123	85	340	2.1
Help accessing coaching/skills development	52	85	61	198	2.0
Help with free/discounted tackle	18	45	46	109	1.7
Help promoting local angling	109	108	113	330	2.0
Help with running starter/taster events	70	68	91	229	1.9
Other/None of the above	55	11	11	77	2.6

Table 5. Help attracting new anglers

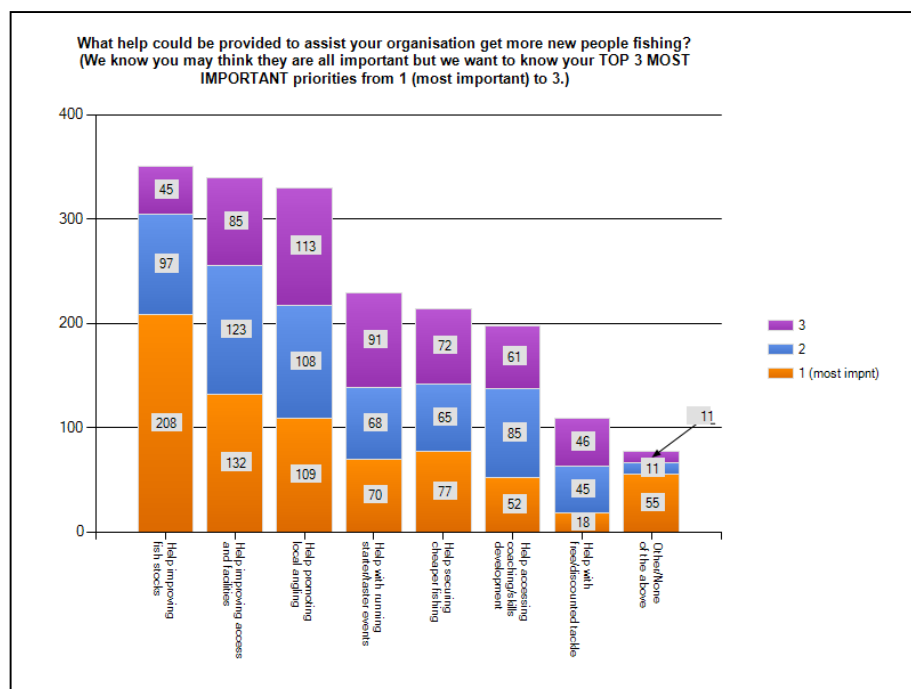


Chart 4. Help attracting new anglers

<sup>2</sup> Rating value based on 1 (very successful) being given a value of 5 and 1 (least successful) being given a value of 1 – i.e. the higher the score, the more successful that option.

## 2.2 Promotion of Angling To Existing Anglers

We asked organisations to also tell us about their efforts in encouraging anglers to fish more often. 77.6% (n=572) said they undertook this sort of work and 22.4% (n=165) did not, showing that *slightly* fewer organisations involved in this area than in promoting fishing to new anglers.

### i) Reason for not Promoting Fishing to Existing Anglers

Of the 165 organisations that did not get involved in work to get anglers fishing more often, a lack of time and resources was the most often cited reason with 51% (n=84) selecting this as a reason) as well as being the reason regarded as the ‘most important factor’ (31.5%). Lack of support and lack of capacity also featured strongly.

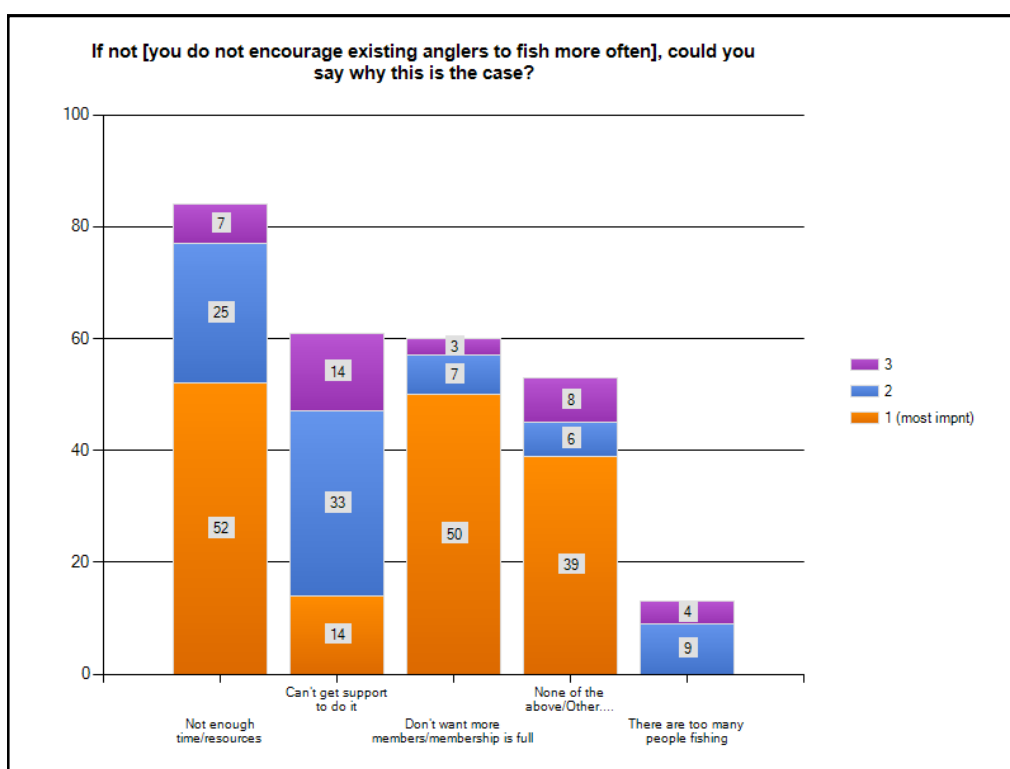


Chart 5. Reasons why organisations not encouraging anglers to fish more often

### ii) Most Successful Approaches With Existing Anglers

Of the 572 organisations that did try to encourage anglers to fish more often, running competitions was cited as the most successful approach by 37.8% (n=216) – an average rating of 4.2. Coaching and casting (15.7%, rated 3.8) and forming a junior section (12.9%) were the next most frequently cited ‘most successful’ options; although running taster days had an average rating of 3.8, although less often cited as ‘very successful’.

	1 (very successful)	2	3	4	5 (very un successful)	N/A	Response Count	Average rating
Running competitions	216	113	70	25	10	33	467	4.2
Discounts/offers	34	51	56	37	8	95	281	3.4
Promoting information on angling opportunities	64	88	101	35	4	36	328	3.6
Coaching/casting sessions	90	70	63	20	13	64	320	3.8
Free events/taster days	86	67	54	25	7	77	316	3.8
Forming a junior angling section	74	59	62	28	26	76	325	3.5
Other	37	10	8	2	1	64	122	4.4

Table 6. Most successful Approaches with Existing Anglers

### iii) Help to Increase the Frequency of Existing Anglers

As table 7 shows, improving stocks was selected by 34% (n=244) of all organisations as the most important area that they could receive help with to encourage anglers to fish more often (it also averaged 2.5). Improving access and facilities (21.3% n=153; averaging 2.2) and help securing cheaper fishing (12.3%; averaging 2.0) were the next most common 'most important' areas requiring help.

	1 (most impnt)	2	3	Response Count	Average Rating
Help securing cheaper fishing	88	84	85	257	2.0
Help improving fish stocks	244	116	52	412	2.5
Help improving access and facilities	153	153	85	391	2.2
Help providing better information	43	61	68	172	1.9
Help managing and developing membership	40	72	74	186	1.8
Help providing coaching/skill development	67	65	90	222	1.9
None of the above/Other	56	12	8	76	2.6

Table 7. Help Required to Increase the Frequency of Existing Anglers

## 2.3 Work With Groups

We also asked organisations about the sorts of groups they had worked with to increase angler numbers and the sorts of groups they felt had most potential.

### i) Successful Approaches

We asked organisations to rank the success of work they had had with different groups in attracting new anglers from 1 (very successful) to 5 (very unsuccessful).

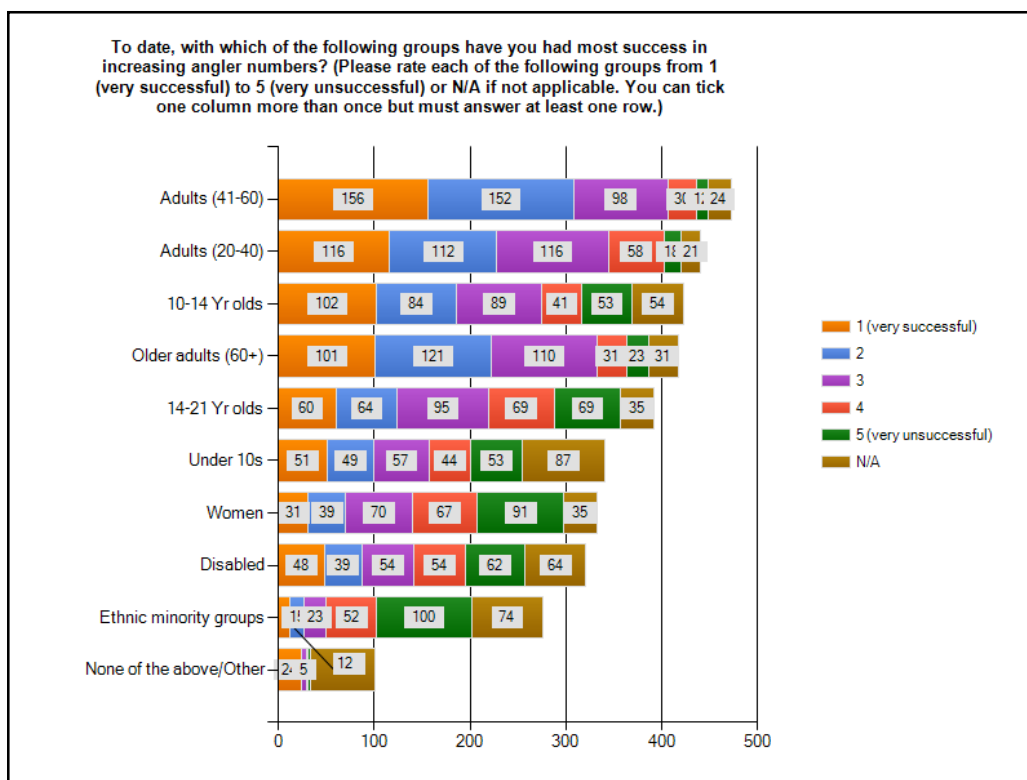
The groups that organisations have had most success with are:

- Adults between 41-60 (19.9%, n=156 selected this as the 'most successful' with an average rating of 3.9<sup>3</sup>)
- Adults between 20-40 (14.8%, n=116 selected this as 'most successful' with an average rating of 3.6)

However, work with 10-14 year olds (rating 3.4) and over 60s (average 3.6) also featured strongly.

13. To date, with which of the following groups have you had most success in increasing angler numbers? (Please <u>rate</u> each of the following groups from 1 (very successful) to 5 (very unsuccessful) or N/A if not applicable. You can tick one column more than once but must answer <u>at least one row</u> .)								
answered question							687	
skipped question							98	
	1 (very successful)	2	3	4	5 (very unsuccessful)	N/A	Response Count	Rating average
Under 10s	51	49	57	44	53	87	341	3.0
10-14 Yr olds	102	84	89	41	53	54	423	3.4
14-21 Yr olds	60	64	95	69	69	35	392	2.9
Adults (20-40)	116	112	116	58	18	21	441	3.6
Adults (41-60)	156	152	98	30	12	24	472	3.9
Older adults (60+)	101	121	110	31	23	31	417	3.6
Disabled	48	39	54	54	62	64	321	2.8
Women	31	39	70	67	91	35	333	2.5
Ethnic minority groups	12	15	23	52	100	74	276	1.9
None of the above/Other	24	0	5	2	3	67	101	4.2

<sup>3</sup> The average is based on choice 1 (very successful) being given a value of 5, and 5 (very unsuccessful) being given a value of 1, with not applicable responses excluded – i.e. the higher the score, the more important that option.



**Chart 6. Groups organisations have had most success with**

## ii) Groups With Most Potential

We also asked organisations to say which population groups they felt offered the most potential in terms of increasing angler numbers, asking them to rank choices in their ‘top 3’.

In contrast to work undertaken to date, schools were by far the most popular choice as well as the one where organisations felt they had most potential: 315 organisations (45.9% of those who answered this question) said that schools offered ‘most potential’ and it averaged highest at 2.5<sup>4</sup> (excluding the range of ‘other’ options). However, families were also considered important (119 organisations said they offered ‘most potential’, with an average rating of 2.0), along with scouts (average of 2.0) and pensioner groups (2.1). ‘Other youth groups’ were put in the top 3 by a large number of organisations (n=304, 44.3%), although averaging only 1.8.

	1 (most potential)	2	3	Response Count (% of respondents to this question)	Rating Average
<b>Schools</b>	315	86	62	463 (67.4%)	2.5
<b>Scouts/guides</b>	44	98	52	194 (28.2%)	2.0
<b>Other youth groups</b>	58	132	114	304 (44.3%)	1.8
<b>Disabled groups</b>	17	45	46	108 (15.7%)	1.7
<b>Pensioner groups</b>	66	65	54	185 (26.9%)	2.1
<b>Families</b>	119	103	104	326 (47.5%)	2.0
<b>None of the above/Other</b>	41	7	7	55 (8%)	2.6

**Table 8. Groups with most potential**

<sup>4</sup> The average is based on choice 1 (most potential) being given a value of 3, and 3 being given a value of 1 – i.e. the higher the score, the more important that option.

## 2.4 Existing Partners

The last element of this section was to ask organisations which other organisations they worked with in their area. This was in part to provide the Angling Trust, EA and others with a baseline about partnership working amongst angling-related organisations. We also wanted to know that if partnerships didn't exist why organisations felt that this was the case.

	Yes % of respondents to this question	No: they're not interested	No: they're hostile to angling in my area	No: don't know who to contact	No: we haven't got resources	No: another reason	Response Count
Angling clubs	72.2% (496)	18	1	10	32	39	596
County Angling Action Group	21.0% (144)	14	2	124	51	69	404
Commercial fisheries	32.2% (221)	54	11	14	47	94	441
Local authorities	30.6% (210)	77	11	70	36	47	451
Tackle shops	61.1% (420)	31	1	3	31	33	519
Water companies	17.0% (117)	67	6	86	43	76	395
Local rivers trusts	24.7% (170)	32	5	84	41	78	410
Regional/local EA	48% (330)	42	6	34	2	39	480
Other...	6.1% (42)	2	1	2	9	26	82

**Table 9. Partnerships**

As Table 9 illustrates:

- The most common form of partnership is with other angling clubs, with 72.2% of respondents having existing relationships. Given the high number of clubs responding to the survey that is perhaps not surprising.
- Tackle shops are also very important partner organisations, with 61.1% (n=420) organisations having partnerships with tackle shops.
- Relationships are also strong with local and regional Environment Agency offices with 48% of organisations having worked in partnership with them.
- Over two-thirds (69.4%) of organisations do not have a relationship with their local authority with a perceived lack of interest and lack of knowledge of who to contact the most common reasons cited. Given the importance of the localism agenda and in working with local authorities to promote angling, this is a clear area for further work.
- 124 organisations didn't know who to contact at the Angling Trust's County Angling Action Groups, which have been set up to facilitate partnerships.

## Section 3. The Angling Trust

Part of the purpose of the Angling Organisation Survey was to inform the Angling Trust and Environment Agency about the experience of angling organisations and their views about what the priorities should be in a new National Angling Strategy.

This section deals with responses relating to the Angling Trust (AT) and the next section details responses regarding the Environment Agency.

### 3.1 Angling Trust Membership

Of the 684 organisations responding to this section, 58.2% (n=398) were members of the AT and 41.8% (n=286) were not.

### 3.2 Reasons for Non-Membership

We asked the 286 organisations that were not members of the AT what their top 3 reasons were for not being members. The highest scoring option, both in terms of people who put this as first choice and the number who select this option at all was 'other' (25.9%, n=74 put this as the most important reason.) We analysed 90 open ended responses for 'other' provided and the most frequent reasons were a lack of awareness (26), not appropriate (13) and not an angling organisation (5).

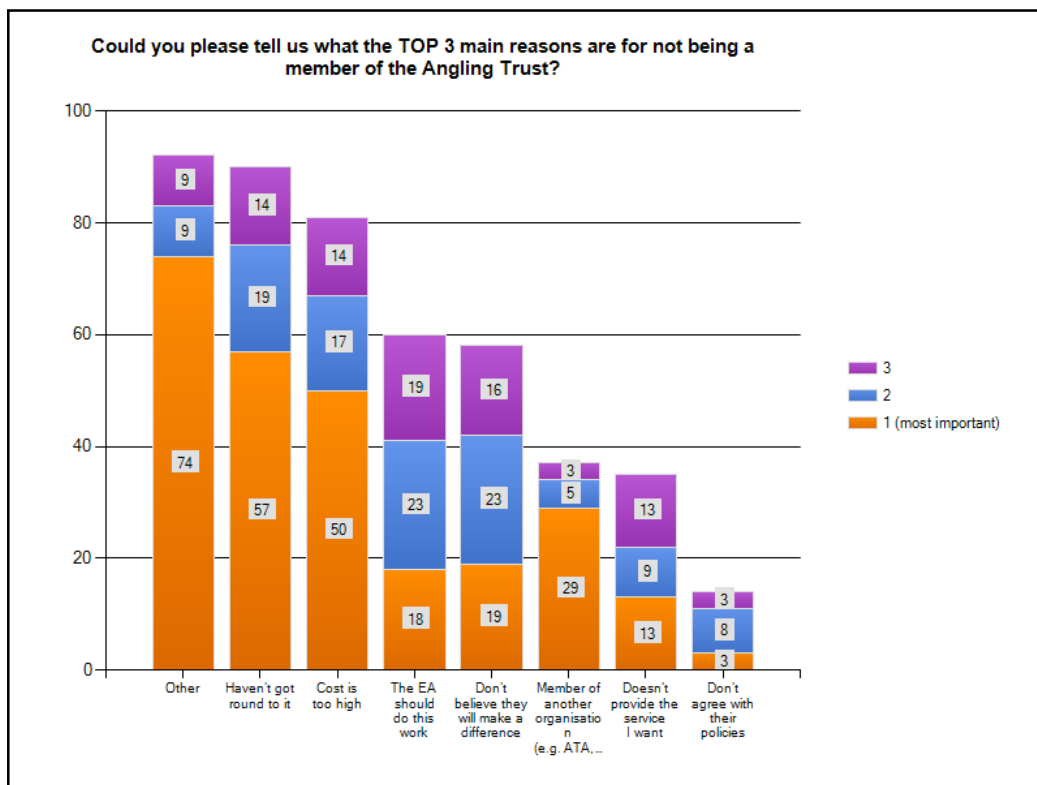


Chart 7. Reasons for not being a member of the Angling Trust

### 3.3 Angling Trust Services

386 organisations who were members of the AT were asked to rate the provision of services by them. Respondents were asked to rank from 1 (very satisfied) to 5 (very unsatisfied) across a nine service areas. Table 10 shows the results.

The responses are on the whole positive, with ratings of 1 and 2 the most frequent across a majority of areas (legal action, promoting angling, campaigns, insurance and E-newsletters). Only in discounted products and Angle Magazine (rating 3 is highest) and fishing matches (N/A highest) does this vary. The highest average satisfaction score was for legal action (4.3) and the lowest was discounted products (3.0).

	1 (very satisfied)	2	3	4	5 (very un-satisfied)	N/A or Don't Know	Response Count	Rating Average
<b>Taking legal action against polluters (by Fish Legal)</b>	<b>168</b>	79	43	11	6	64	371	4.3
<b>Campaigning to protect fish stocks</b>	122	<b>133</b>	53	21	17	23	369	3.9
<b>Campaigning to protect access to angling</b>	103	<b>124</b>	57	28	11	28	351	3.9
<b>Promoting angling participation</b>	99	<b>129</b>	90	15	3	20	356	3.9
<b>Discounted products from trade partners</b>	23	41	<b>101</b>	45	19	98	327	3.0
<b>Discounted public liability insurance</b>	<b>123</b>	77	60	23	16	43	342	3.9
<b>AT fishing matches</b>	23	44	72	31	24	<b>125</b>	319	3.1
<b>The Angle Magazine</b>	27	74	<b>92</b>	29	10	85	317	3.3
<b>E-updates</b>	70	<b>103</b>	75	19	11	46	324	3.7
<b>Other</b>	8	1	3	0	5	<b>22</b>	39	3.4

**Table 10. Rating of Angling Trust services**

### 3.4 One Thing the AT Could Do

We asked a series of optional, open ended questions to find out what organisations felt the AT's priorities should be. The first of these was 'What one thing do you think the AT should be doing that it currently isn't doing?'

There were 328 responses made and we grouped commonly recurring responses in a series of codes. Those that had 3% or more of the 328 responses are listed in Table 11 below, with undertaking more promotion as the top rated answer 18%, over 6 percentage points higher than the next answer, dealing with predation (11.6%), and nearly double developing cooperation with other angling bodies.

Action	Count	Percentage
PR/Promotion	59	18.0%
Predation	38	11.6%
Cooperation	32	9.8%
Reduced cost	20	6.1%
Enforcement	17	5.2%
Nothing	17	5.2%
Fish stocks	16	4.9%
Club work	14	4.3%
Campaigning	13	4.0%
Other	12	3.7%
Govt funding	12	3.7%
Work with Coaches	12	3.7%
Access	10	3.0%

**Table 11. What is the one thing AT should do?**

These responses are also presented as a word cloud below where the larger the word the more frequently the responses was made.



**Word Cloud: What is the one thing AT should do?**

### 3.5 One Thing AT Could Do to Promote Participation

We asked ‘What one thing could the AT do to promote participation?’ and received 350 open ended responses to this question.

These were grouped under different headings and the table below presents the most frequent responses of those that scored over 1.5%. Work with juniors scored highest (22%), followed by promotion (19.7%), with communication and predation both scoring just 1.7%.

Action	Count	Percentage
Juniors	77	22.0%
Promotion	69	19.7%
Misc	43	12.3%
Fish stocks	23	6.6%
Cost	17	4.9%
Nothing	17	4.9%
Coaching	15	4.3%
Funding	14	4.0%
Develop Work With Other Organs	16	4.6%
Image	7	2.0%
Communication	6	1.7%
Predation	6	1.7%

**Table 12. AT: Promote Participation**

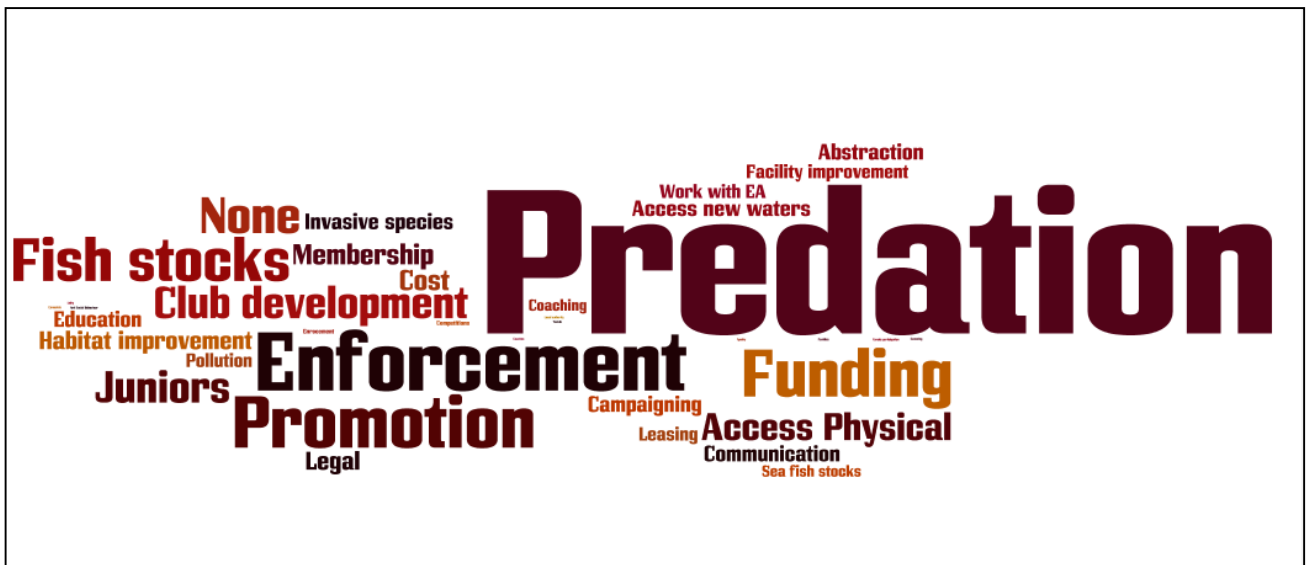


### 3.6 One Thing AT Could Do to Help Their Organisation

Finally we asked ‘What one thing could the AT do to Help their organisation?’ and received 354 open ended responses to this question. Predation was easily the single highest score with 64 responses (18.1% of responses to this question) followed by enforcement (26 responses, 7.3%) and promotion (22 responses, 6.2%). This seems to suggest that organisations feel that dealing with predation is not something that will necessarily increase participation but it is something that they most need help with.

Category	Count of Comments	% of responses to question
Predation	64	18.1%
Enforcement	26	7.3%
Promotion	22	6.2%
Funding	21	5.9%
Fish Stocks	19	5.4%
Other	19	5.4%
None	16	4.5%
Club Development	14	4.0%
Juniors	14	4.0%
Access (Physical)	12	3.4%

Table 13. How can AT help their organisation?



Word Cloud: How can AT help their organisation?

## Section 4. The Environment Agency

We also asked a series of questions about the Environment Agency’s (EA) services and role.

### 4.1 Satisfaction With EA Services

Respondents were first asked to indicate where their organisation had had contact with the EA and how satisfied they were with the experience, rating it from 1 (very satisfied) to 5 (very unsatisfied). Table 14 illustrates that in many areas ‘not applicable’ was the highest single score – because organisations had not worked with the EA in these areas. However, those that scored highest on ‘very satisfied’ were work around licensing (25.8% (n=161)) – which also had the highest average rating - and fishery management (17.9% (n=112) although this only averaged a rating of 3.3. Reporting pollution was the second highest average rating (3.5). The biggest area of dissatisfaction was dealing with predators and invasive species where 15.7% (n=98) were ‘very dissatisfied’ and the rating average was 2.7.

	1 (very satisfied)	2	3	4	5 (very un-satisfied)	N/A	Response Count	Rating Average
Licensing	161	99	70	27	43	121	521	3.8
Reporting pollution	100	82	90	30	44	144	490	3.5
Increasing participation	55	60	72	47	43	163	440	3.1
Managing invasive species and/or predators	57	53	67	69	98	135	479	2.7
Habitat improvements	89	84	71	54	64	121	483	3.2
Helping fishery management/stocking	112	102	73	59	67	102	515	3.3
Other	32	5	4	5	28	63	137	3.1

Table 14. Satisfaction with EA services

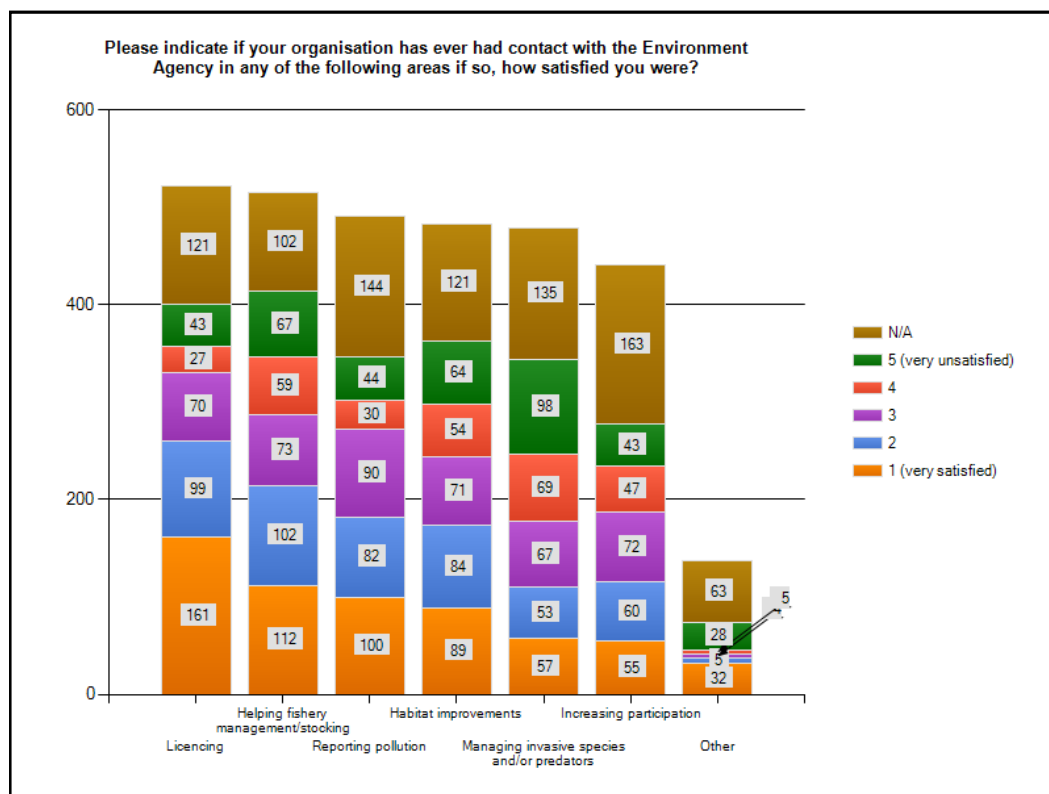


Chart 8. Satisfaction with EA services

## 4.2 Rating of Response by EA

Respondents were asked about their experiences of EA response to requests for help, both good and bad.

### i) Good Experiences

We asked whether there were any examples where the EA responded better than expected and the responses were:

- Yes: 72.0% (n=449)
- No: 28.0% (n=175)

Respondents could also give examples of where they felt this had been the case and 165 examples were provided in an open ended answer. Table 15 below shows that general guidance and habitat improvement were the most common areas of good experiences, followed by pollution and enforcement.

Area of Work	Count
General Guidance	19
Habitat Improvement	19
Pollution	15
Enforcement	11
Fishery management	10
Predation	10
Stocks	10
Funding	8
Water Quality	8
Access (Physical)	7

Table 15. Good experiences working with the EA

### ii) Disappointing Experiences

We also asked whether there were any examples where the EA responded worse than expected and the responses were:

- Yes: 57.9% (n=361)
- No: 42.1% (n=263)

We were able to code 253 of the examples provided under different areas of work and Table 16 presents the ten most frequent areas where EA response was poorer than expected (we have excluded 30 miscellaneous responses and 'not applicable'). Interestingly tackling enforcement and pollution also score highest where experiences were worse than expected – with a higher absolute number of organisations citing these areas than when these were cited as good experiences.

Area of Work	Count
Enforcement	78
Pollution	38
Predation	19
Fish Stocks	14
Habitat Improvement	13

Invasive species	7
Abstraction	6
General	6
Communication	5
Fishery management	5
Funding	5

Table 16. Disappointing Experiences Working with the EA

### 4.3 Stillwater Fisheries

The EA wanted to get some specific feedback from those that owned, ran or managed still water fisheries. Of all respondents, 340 organisations (54.7%) fell into this category and we then asked those a series of questions.

#### i) Prioritising Stillwaters - Should EA make more of a priority?

We asked respondents 'Should the EA give more priority to still water fisheries than it currently does'. The results were:

- Yes: 60.6% (n=206)
- No: 39.4% (n=134)

#### ii) Advising Stillwaters

We asked these respondents if they knew where to get advice on good stocking practice from the EA. The results were:

- Yes: 75.6% (n=257)
- No: 24.4% (n=83)

#### iii) Improving Information Provision

We asked respondents where they felt that the EA could improve the information it provided. This was an open ended question and there were 129 responses. Table 17 shows the most common areas that respondents thought information provision could be included (excluding 11 'not applicable').

How Improve Information Provision	Count	%of responses to question
Consultation	14	10.9%
Profile	12	9.3%
Online information	11	8.5%
Accessibility of info	9	7.0%
Communication	5	3.9%
None – good	5	3.9%
Training	5	3.9%
Club development	4	3.1%
Human Resources	4	3.1%
Newsletter	4	3.1%
Stillwaters	4	3.1%

Table 17. Areas to improve information provision

### 4.4 The Environment Agency's Future Priorities

We asked all respondents two optional, open-ended questions about where they saw the EA's future priorities.

#### i) Help Addressing Problems

We asked, 'What is the SINGLE most significant problem/issue that the Environment Agency could help your organisation address?' There were 412 responses which were all coded. Table 18 provides the breakdown of the types of area that organisations want help with – legal issues including leasing (25.7%), predation (18.4%) and habitat improvement (16.5%) were the most commonly cited.

<b>Problem</b>	<b>Count</b>	<b>% of responses</b>
Legal	106	25.7%
Predation	76	18.4%
Habitat Improvement	68	16.5%
Fish Stocks	29	7.0%
Misc	22	5.3%
Club Development	21	5.1%
Pollution	18	4.4%
Communication	17	4.1%
Campaigning	13	3.2%
Abstraction	11	2.7%
Access New Waters	10	2.4%
Promotion	8	1.9%
Access Physical	5	1.2%
Facility Improvement	4	1.0%
Juniors	2	0.5%
Membership	2	0.5%
<b>Total</b>	<b>412</b>	<b>100.0%</b>

**Table 18. Problems Needing EA Help**

## ii) Help Promoting Angling

We asked, 'What is the single most significant action the Environment Agency could do to increase angling participation?' There were 360 open ended responses which were coded under headings and which are presented in Table 18. As with the same question about the Angling Trust, promotion of angling was the most frequent response (20.6%), with encouraging junior participation (12.5%) and assisting with the cost of fishing (9.2%) following. 8.6% (n=31) of responses cited help with fish stocks.

<b>Area of Work to Promote Angling</b>	<b>Count</b>	<b>% of responses</b>
Promotion	74	20.6%
Juniors	45	12.5%
Cost	33	9.2%
Fish stocks	31	8.6%
Legal	24	6.7%
Funding	21	5.8%
Habitat improvement	21	5.8%
Club development	20	5.6%
Communication	20	5.6%
None	17	4.7%
Access Physical	14	3.9%
Campaigning	11	3.1%
Co-operate	10	2.8%
Access New waters	9	2.5%
Coaching	4	1.1%
Facility improvement	3	0.8%
Predation	3	0.8%
<b>Total</b>	<b>360</b>	<b>100.0%</b>

**Table 19. Priorities for EA to promote angling**

### iii) Provision of EA Services

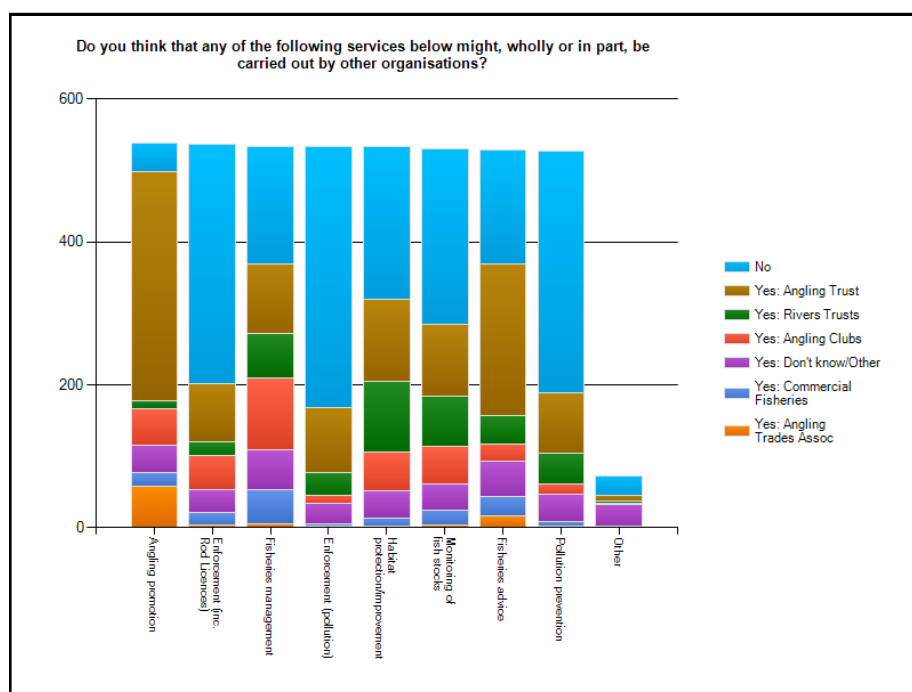
Finally, we asked organisations whether they felt that any of the services currently provided by the EA could in future be provided in whole or in part by another organisation, and if so what sort of organisation would be most appropriate.

Of the choices provided:

- Angling Promotion was the area where most organisations felt that others could deliver services with 321 organisations (53.8% of all respondents to this question) suggesting the Angling Trust, 52 organisations (8.7%) suggesting Angling Trades Association and 51 (8.5%) suggesting angling clubs could play a role.
- Enforcement (licences), enforcement (pollution) and pollution prevention are the areas where a majority think that services should remain with the EA.
- Fisheries management has the highest number of any option where respondents say clubs should be responsible (100, although more (164) thought this should remain with the EA), followed by habitat improvement and monitoring stocks.
- Rivers trusts score highest in relation to habitat improvement, perhaps unsurprisingly.

	No	Yes: Angling Trust	Yes: Angling Trades Assoc	Yes: Rivers Trusts	Yes: Angling Clubs	Yes: Commercial Fisheries	Yes: Don't know/Other	Response Count
Fisheries management	164	98	6	62	100	48	56	534
Fisheries advice	160	212	16	40	24	28	49	529
Angling promotion	39	321	58	12	51	19	38	538
Enforcement (pollution)	365	92	3	32	10	2	30	534
Enforcement (inc. Rod Licences)	335	82	4	19	47	18	32	537
Pollution prevention	339	84	3	44	14	5	39	528
Monitoring of fish stocks	246	100	4	71	53	21	36	531
Habitat protection/improvement	214	115	2	99	54	11	39	534
Other	26	8	1	3	1	1	32	72

**Table 20. Future provision of EA services (percentages relate to the proportion of respondents in each option, not of the total number of respondents)**



**Chart 9. Future Provision of EA Services**

## Section 5. Other Comments

We asked respondents whether they felt that the survey had covered issues important to them. Table 21 provides the response, with 80.7% saying that it had.

Do you feel that this survey has covered the issues that are important to you?	Response Percent	Response Count
<b>Yes</b>	<b>80.7%</b>	<b>490</b>
<b>No</b>	<b>19.3%</b>	<b>117</b>

**Table 21. Survey feedback**

Of the 117 who said that the survey had not covered issues important to them, 112 provided details of issues they thought should have been covered, which we coded under different headings. As Table 22 shows, predation was the issue most often cited (even though this was covered in the survey in a number of questions and featured heavily in open ended responses), with sea angling, enforcement and coaching the next most common.

Issue	Count
<b>Predation</b>	17
<b>Misc</b>	12
<b>Sea Angling</b>	9
<b>Enforcement</b>	7
<b>Coaching</b>	6
<b>Angler behaviour</b>	5
<b>Fish Stocks</b>	5
<b>Funding</b>	4
<b>Rivers</b>	4
<b>Bailiffs</b>	3
<b>Clubs</b>	3
<b>Against predation control</b>	2

**Table 22. Issues Not Covered**

It should be noted that Substance undertook a survey of coaches for the Angling Trust in March-April 2012, the results of which are due to be published; and Substance is also involved in specific research on the social and economic value of sea angling as part of Defra's Sea Angling 2012 project ([www.seaangling.substance.coop](http://www.seaangling.substance.coop)).

The National Angling Strategy, *Fishing For Life*, is available from:  
[www.anglingtrust.net/nationalanglingstrategy](http://www.anglingtrust.net/nationalanglingstrategy)



Contact the Angling Trust: [admin@anglingtrust.net](mailto:admin@anglingtrust.net)



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