

National Angling Strategy Annual Report 2022/23



Foreword

Hello and welcome to the National Angling Strategy Annual report for 2022/23. In 2022/23 it was hard to imagine that a couple of years previously we were gripped in the throes of a pandemic that had fundamentally altered our ways of existence. However, two years on and it really did seem like a bit of a distant memory as things really did return to 'normal'.

However, as we return to 'normal' we are now starting to see a drop in fishing licence sales from the high achieved during the onset of COVID-19. Whilst this of course disappointing, it is perhaps not that surprising considering once again angling is just one of many diversions that competes for people's time. That said, this report again showcases all the sterling work that many groups, organisations and individuals are undertaking throughout the angling community to get people into fishing, keep them fishing and provide all the necessary infrastructure that surrounds angling.



I sincerely hope you enjoy the report and all the excellent examples of how many organisations are working to improve the sport and achieve the aims and objectives of the [National Angling Strategy](#). For more information about this Annual Report or the strategy in general please contact Tom Sherwood (tom.sherwood@environment-agency.gov.uk).

Contents

Foreword	2
Contents	3
Introduction	4
Objective One: Develop awareness and knowledge of angling	
Case study 1: The power of marketing	5
Objective Two: Increase participation in angling	
Case study 2: National Fishing Month and Take A Friend Fishing	6
Case study 3: The Angling Trust's 'Spring into Fishing' campaign	8
Objective Three: Develop social benefits through angling	
Case study 4: Tackling Minds: Harnessing angling for mental wellbeing	9
Case study 5: Blake's fishing journey	10
Objective Four: Develop sustainable places to fish	
Case study 6: The Angling Trust's Fishery Management Advisors	11
Case study 7: Over £1.1M of fishing licence money invested into improving fishing	13
Objective Five: Increase angling's economic impact	
Case study 8: The ATA revitalises the 'Fishing Village' at the Game Fair	14
Objective Six: Understand angling data and evidence	
Case study 9: Understanding fishing licence customer buying patterns	15

Introduction

In this report for 2022/23 we aim to highlight some of the exciting work that has been carried out by the angling community in contributing to the aims and objectives of the National Angling Strategy.

The National Angling Strategy, 'Angling for Good' was launched in June 2019. It is a partnership-led strategy that was developed by consultation with the angling community key partners, angling charities and other interested organisations and using feedback from the National Angling Survey in which over 35,000 people took part.

The aims of the National Angling Strategy are to:

1. Increase participation in angling to:
 - a. Increase the numbers of people getting active outdoors through angling.
 - b. Improve the health and well-being of those that take part.
 - c. Help people and communities develop with skills, education, volunteering and facilities.
2. Connect more people to nature through angling for their well-being and to improve the environment.
3. Increase the economic impact of angling and in particular deliver economic benefits in rural and coastal communities and revenue to clubs, fisheries and businesses.

These aims are being delivered through the following six objectives:

- Objective 1 - Develop awareness and knowledge of angling
- Objective 2 - Increase participation in angling
- Objective 3 - Develop social benefits through angling
- Objective 4 - Develop sustainable places to fish
- Objective 5 - Increase angling's economic impact
- Objective 6 - Understand angling data and evidence

Through this report we will be taking a look at individual case studies from each of these objective areas.

Objective One: Develop awareness and knowledge of angling

Case Study 1: The power of marketing

When you think of all the things which can possibly help grow angling as a sport many people will list such things as improving fisheries to create sustainable fish stocks, allowing greater access to fisheries or providing angling participation events. However, many people would not immediately think of marketing as being one of the vital tools in helping attract people to the sport, keeping them fishing or re-engaging lapsed anglers. In essence marketing is key in helping angling prosper by making more people aware of it, what they can get from it and how and where they can take part.



Marketing accounted for £5M in fishing licence sales.

The Environment Agency's Fisheries marketing and campaigns team are pivotal in helping protect fisheries licence income and they work with numerous partners to achieve their goals and objectives. In 2022 to 2023 the team spent £300,000 on marketing activities which generated over £5,000,000 in income through 256,076 fishing licence sales. This represented an excellent return on investment. It is envisaged that over the next several years there will be greater investment into the marketing budget which in turn should be able

to provide even more focus on fishing and hopefully a subsequent increase in fishing licence sales.

2022/23 marketing campaign key achievements:

- Marketing activity to end of October contributed to a total of £5million in income and 256,076 licence sales.
- Continued to grow the 'A licence to chill' brand by creating new spring advertising featuring emotive copy about why people love to go fishing.
- Sent over 1.2million direct emails to existing and lapsed licence holders with 42% average open rate. By end of October this had generated over 18,000 licence sales.
- Leveraged public profile of Soccer AM presenter Jimmy Bullard to target core retention audience, linking fishing and football during the FA cup final.
- Engaged social influencers for the first time, working with parent network Channel Mum engaging high profile 'Mum' influencers to encourage families to attend a fishing event over the summer holidays.
- Successful paid social ads targeting our core retention audience on Facebook and Instagram - outperformed target link clicks and CTR on both occasions.
- Featured on Countryfile episode in April showcasing artist David Miller's artwork for rod licence images. Landed key licence messaging and reached 6m viewers.
- Worked with new corporate partners in activity and tourism sectors placing fishing amongst those who enjoy the outdoors but may not have considered angling before. New partners include Regatta, Ordnance Survey and Willerby

For more information please contact Steve Chambers (steve.chambers@environment-agency.gov.uk)

Objective Two: Increase participation in angling

Case study 2: National Fishing Month (NFM) and Take A Friend Fishing (TAFF)

Over the last couple of years the Angling Trades Association has revamped two of its most well-known angling interventions. Working with partners from the angling community NFM and TAFF now form an integral part of the angling calendar. Andrew Race is the Chairman of the Angling Trades Association explains how they have gone about it.

National Fishing Month

“Two years after its restructure and relaunch, National Fishing Month (NFM) run by [Angling Trades Association](#) (ATA) continues to widen the scope and impact of its campaign in pursuit of increased participation through awareness and opportunity. The ATA has a vested interest in the positive promotion of angling and increased participation in the sport as part of its remit to protect and represent the UK’s angling industry.

[ATA membership](#) includes many of the industry’s largest contributors to the angling initiatives that we see today. The NFM structure is dedicated to adding value to the efforts of the many organisations, initiatives and events that run each year in support of participation by increasing awareness of the facilities and opportunities available and focussing attention on key recruitment periods during National and school holidays.

ATA continues to invest in the expansion of its NFM framework including its [web platform](#) and downloadable assets that increase public awareness of the opportunities to get into fishing. The NFM [Registration](#) facility, enables ATA to offer downloadable assets offering helpful information on



many types of angling and contact information for those organisations and venues offering access to the sport.

Mailers sent to registrants throughout the NFM initiative number several thousand per week. NFM targets both angling, non-angling and lapsed angling sectors of the community by combining its operations with ATA’s sister initiative Take A Friend Fishing (TAFF) which encourages angling participation by direct networking with the current angling community.

ATA’s continued investment in both NFM and ATA structures combined with its trade awareness policy, is aimed squarely at improving the angling industry’s awareness to and positive attitude towards investment in its own future.

Both NFM, TAFF and ATA platforms will continue to build a centralised information and support hub for any and all entities, both trade and public based, that engage with angling promotion and offer a cost effective entry into the sport.

Take A Friend Fishing (TAFF)

Of all people, anglers are the most passionate and effective recruiters into the sport. In a past study financed by ATA, being taken fishing by a friend or family member was by far the most common form of introduction to angling, and TAFF is unique in its approach to this asset.



In conjunction with the Environment Agency and major industry stakeholders, ATA has continued to invest in and expand its TAFF structure and the scope of the TAFF initiative throughout 2022/23 period. Investment in a much improved information programme and new web based [platform](#) now enables people to register more easily for a [free one day fishing licence](#) and go fishing for the day with a registered fishing licence holder.

As well as promoting social interaction and activity in the outdoors, a proven mental health benefit, TAFF has the ability to have a direct impact on actual days fished each year and improve awareness of licencing. By promoting angling trips and days fished, TAFF generates income for the angling industry, income that allows industry to continue funding initiatives and growth in participation that it needs for the future.

Since its relaunch in 2020, TAFF has generated several thousand angling days out for both angler and non-angling friend or colleague and it continues to do

so with engagement increasing year on year as awareness of the TAFF process increases.

TAFF is supported by the [Angling Trust](#), [Canal and River Trust](#) amongst others.

If you would like more information on both NFM or TAFF please contact Andrew Race (chair@anglingtradesassociation.com)

Case study 3: The Angling Trust's 'Spring into Fishing' campaign

Spring 2023 saw the relaunch of the Angling Trust's Spring into Fishing campaign. Spring has always been seen as the best period of the year to engage the non-angling public with the joys of going fishing. It provides the opportunity to reconnect participants with ongoing events, activities and provide next steps information on how and where to go fishing throughout the Summer and into the early part of the Autumn.

Spring into Fishing (SIF) 2023 was broken into two key delivery areas; a nationwide events programme supported by 9 regional flagship events and a marketing and communications campaign targeted at non anglers.



Participants at 'Spring into Fishing' event

Events: The programme of large scale, flagship events were planned to accept a large number of people and have the capacity to signpost local, regular exit routes. The 9 events saw a total of 757 people attend, all of whom received an introduction to angling (Get Fishing Awards Bronze award), details of the equipment required and full information on the next steps required to keep on fishing.

Underpinning the 9, regional events were a programme of Get Fishing events that took place throughout the SIF period. The events, which benefitted from the Marcomms campaign (detailed below), saw a total of 5,449 people attend 583 events during the SIF period.

Marketing: Sitting alongside the programme of Get Fishing events was a strategic marketing and communications campaign. This campaign focused on promoting angling opportunities to a non-angling audience, positioning angling as the perfect activity to participate in. The content created and messages circulated enabled angling to be promoted to an audience that may have never considered going fishing before.

A number of promotional videos created for the Get Fishing social media pages received a significant number of views and interactions. Three videos that were created and uploaded on the Get Fishing Facebook page, received a combined total of 816,000 views.

In addition to the creation of digital content, there was a focus on increasing the number of subscribers to the Get Fishing newsletter. Increasing subscribers to this newsletter would enable the Get Fishing team to circulate key messages on how and where to fish throughout Spring, Summer and into Autumn. During the SIF period, an additional 1,888 people signed up to receive Get Fishing updates via email. The increased number of subscribers, coupled with the existing Get Fishing database, resulted in a total of 393,265 dedicated emails being sent during SIF, all with messages on how and where to fish along with information on licencing and up and coming events.

The 2023 Spring into Fishing campaign was an undoubted success and has formed the basis of the approach to engaging people throughout the rest of the year. A real focus on engaging people in the Spring has provided a platform for the Get Fishing team to influence participants, encouraging further habit forming participation activity and next steps to becoming an established angler.

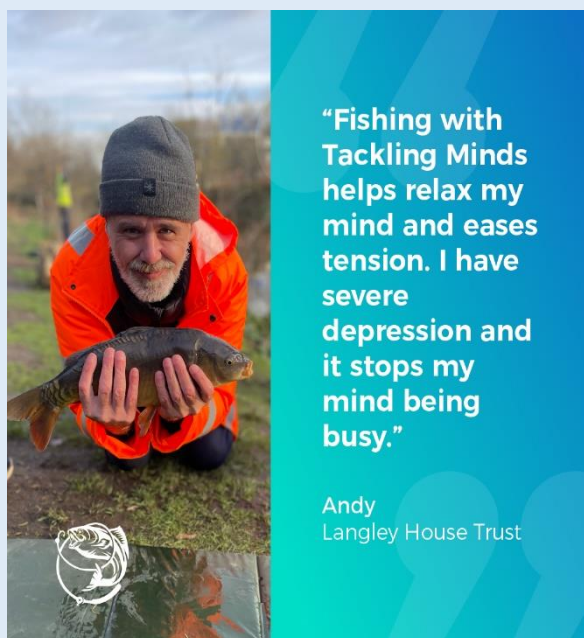
For more information on Angling Trust participation events please contact James Roche (james.roche@anglingtrust.net)

Objective Three: Develop social benefits through angling

Case study 4: Tackling Minds: Harnessing angling for mental wellbeing

Established in November 2020, Tackling Minds has gained a reputation as a trusted provider of angling coaching in the Northwest of England. Their sessions cater to individuals facing various challenges, including mental health issues, social deprivation, addiction and recovery, long term health conditions, disabilities, and family turmoil. They firmly believe that angling can offer therapeutic benefits while fostering a greater appreciation for the local and broader environment.

Participants in Tackling Minds sessions experience a range of benefits, including but not limited to; improved mental and physical health; increased engagement with green and blue spaces; enhanced concentration and patience; strengthened social cohesion; boosted self-esteem; heightened sense of purpose and meaning; demonstrated educational and skills benefits. You can watch a video of one of their fishing sessions here: https://youtu.be/KlvRDQzP_2E



“Fishing with Tackling Minds helps relax my mind and eases tension. I have severe depression and it stops my mind being busy.”

Andy
Langley House Trust

In March 2021, the Greater Manchester Mental Health NHS Foundation Trust initiated a Social Prescribing scheme involving angling, and they began referring their patients to Tackling Minds. The scheme's success led to increased demand from numerous Clinical Commissioning Groups within the NHS. As a result, Tackling Minds has garnered substantial exposure through social media, TV, and national newspapers. They receive daily requests from Mental Health organisations, schools, and individuals across the country who believe they would benefit from their services. With the numerous advantages that Angling brings, Tackling Minds has already assisted hundreds of service users, and they we continue to expand their successful Angling model on a weekly basis.

In collaboration with Angling Direct, Professor Lee Smith and his team from Anglia Ruskin University have conducted ground breaking scientific research that establishes a compelling connection between fishing and enhanced mental and physical well-being. The results of this research, which have undergone rigorous peer review, provide irrefutable evidence that anglers are significantly less prone to self-harm, report anxiety, or attempt suicide. These findings underscore the profound positive impact of recreational fishing on individuals' mental and physical health, as well as their overall social well-being. The implications of this research extend beyond the angling industry, offering remarkable insights for mental health provisions. In light of the scientifically validated data collected, Tackling Minds is poised to implement this intervention on a national scale, ushering in a [transformative approach to mental health care. You can find more details about the research here: https://www.mdpi.com/1660-4601/19/8/4730](https://www.mdpi.com/1660-4601/19/8/4730)

[Coverage of Tackling Minds https://www.bbc.co.uk/news/av/uk-england-manchester-57768504](https://www.bbc.co.uk/news/av/uk-england-manchester-57768504)
<https://www.itv.com/news/granada/2021-05-10/tackling-mental-health-through-fishing>

For more information, please contact David Lyons (david.lyons@tacklingminds.org)

Case study 5: Blake's fishing journey

The Canal and River Trust's Let's Fish programme has been running for a number of years now and in that time has taught thousands of budding would be anglers to fish and also to pick up the angling habit. It has also helped many by not only teaching them to fish but also to experience the health and wellbeing benefits that fishing brings. As the health and wellbeing benefits of fishing have become better understood, the number of young people taking up the sport appears to be on the increase. In this article Blake's Mum, Alison reveals the progress her son has made since first trying out fishing.

Blake began fishing a couple of years ago when he was eight, after a friend suggested it might be something he would enjoy. Our friend, Kye, who is a keen angler, gave us a couple of short poles so we could take Blake and his older brother fishing. Although our eldest son Bradley had a go, it was Blake who really took to it.

After a couple of trips to the St Neots tackle shop, Laurie the owner could sense Blake was keen to get into fishing and we got him a membership ticket to fish at a lake in Little Paxton. We spent many afternoons there in the summer and he enjoyed catching plenty of surface-feeding rudd, an ideal species for beginners to catch. It was brilliant experience for him.

The [St Neots](#) club are active participants in the [Let's Fish!](#) programme, running a series of introductory events each year. In autumn 2020 I saw a post on the St Neots Angling Club Facebook page advertising they were opening their match fishing up to juniors. I wondered if Blake would manage the whole five hours, but he was as keen as ever to get by the river. He fished the whole five hours, but alas, caught nothing. It was still good experience and showed his deep love for fishing. He enjoyed watching those that did catch weigh in their fish at the end. He wasn't deterred and joined the next match and this time caught well.



The CRT's Let's Fish! Events are run all round the country.

We are so thankful that fishing was able to continue during the recent lockdown, as it's so important to Blake and has done wonders for his mental wellbeing. He is a busy boy, always on the go, so originally I didn't think fishing would work. When he is by the river, he is calm and ultra-focused and it's now my favourite thing to do with Blake. It's important that Blake focuses on one thing at a time and fishing certainly helps with this skill.

The joy I get from seeing him succeed at something he is so passionate about is amazing. He is always happy to talk to people who are passing by and will often ask them if they would like to watch. Being able to interact with others is also an important life skill. I have learnt that fishing has a very calming impact on people and being outside in nature is refreshing and good for the brain. I instantly feel happy and calm by the river – maybe not when we get a tangle though! I have fond memories of fishing as a youngster with my dad and have enjoyed getting back into it alongside Blake.

For more information on the CRT's Let's Fish programme, please contact John Ellis (john.ellis@canalrivertrust.org)

Objective Four: Develop sustainable places to fish

Case Study 6: The Angling Trust's Fishery Management Advisors – making a difference around the country

Funded by Environment Agency fishing licence income the Angling Trust employ two Fishery Management Advisors (FMAs). Jake Davoile covering the south and Richard Bamforth covering the north of the country, attend numerous calls each year to help clubs and fisheries to protect their waters from predation. In 2022 to 2023 the FMAs responded to 1,002 requests for help relating to otter or fish-eating bird problems during 2022/23. This included attending meetings, site visits and telephone or email contact.

Jake Davoile explains more, “Working in partnership with the Environment Agency and funded by fishing licence income, my colleague Richard Bamforth and I are here to assist fishery managers tackle the impacts of predation of fish, whether that’s by otters or piscivorous birds such as cormorants and goosanders.

With the annual migration of overwintering European cormorants to the UK from Northern Europe, coupled with our resident inland breeding population, cormorants pose a continued threat to fishery managers across the country, as they are extremely efficient predators that can gather in large numbers when sufficient food is available.



Thermal imaging gives us an extremely accurate way of counting cormorants at roosting sites.

Over the past year, we have helped fisheries reduce the impacts of cormorant predation through the selection of the most suitable scaring tactics for that particular site, including licence applications for lethal control (to enhance scaring), and in certain circumstances coordinating this action through area-based (or catchment) licences; part of which involves assessing the actual numbers of cormorants in each catchment using thermal imaging equipment on roosting birds.

From targeting roosting birds with lasers or conditioning cormorants to feed elsewhere using shooting to scare/kill alongside life-like mannequins, it's clear that the management of piscivorous birds requires a multi-faceted approach. This will help reduce habituation to certain techniques, in the process bringing levels of predation down to an acceptable level. Along side these we target selective measures to keep cormorants off fisheries. Fisheries should



Submerged chestnut piling has now turned this reed fringe from a dinner table into a sanctuary area.

also look at habitat enhancements to offer fish sanctuary during times of predation. I've really enjoyed helping design some superb refuge projects over the past year, some of which have been funded with rod licence money through the Angling Improvement Fund which will exclude cormorants from these underwater reefs, as well as improving water quality and creating prime habitat for invertebrates!

We can also advise fishery managers on how to protect their fisheries from otter predation, including advice about fencing. This involves guidance on the various steps to consider when planning to otter-proof a stillwater fishery, stressing the importance of regular and dedicated checks and maintenance once the fence is in place and numerous sites have been part funded with rod licence money through the [Angling Improvement fund](#).

Inevitably though, each year through storm damage, flooding, or just poor maintenance, otters will find ways into fully fenced lakes, and we are available to assist fisheries should this occur. I would advise anyone in this predicament to contact us as soon as possible so we can get out to you and do our very best to limit the damage that can be caused.



The fish behind this fence are now thriving and the club anglers fishing for them are just as happy!

Fences are given an extremely thorough check, including the otter fencing wire, ground skirts, outflows, inflows, and gates. Trail cameras are then placed on likely looking areas which are monitored closely and backed up by an overnight thermal imaging survey to work out exactly how and when the otters are entering the fishery. Once we have this information, we can then make recommendations for timely fencing improvements to make the fence secure with the otter safely on the outside. Often, the otters are coming and going, but should the otter wish to remain within the fenced fishery, we are both licensed by Natural England to humanely trap and remove the animal.



We can work out how otters are accessing a fenced site using trail cameras and thermal scopes.

If you are experiencing issues with predation, please get in touch!

Richard Bamforth covers the North West, North East, Yorkshire and Humber, Lincolnshire, East Midlands and West Midlands, and can be contacted on 07904 041581 or richard.bamforth@anglingtrust.net

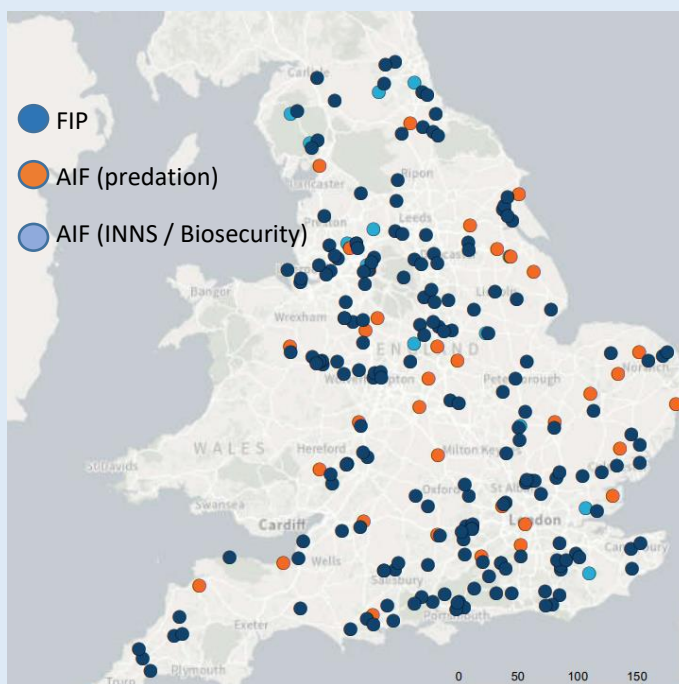
Jake Davoile covers South East, South West, London, South Midlands and Eastern Region, and can be contacted on 07949 703206 or jake.davoile@anglingtrust.net

Case Study 7: Over £1.1M of fishing licence money invested into improving fishing

In 2022 to 2023 over £1.1M of fishing licence income was invested to help improve England's fisheries and angling facilities. This investment also raised over £1.8M in match funding. The two principal mechanisms for delivering this investment have been the Fisheries Improvement Programme (FIP) and the Angling Improvement Fund (AIF).

Established in 2015, the Fisheries Improvement Programme (FIP) is a great way for the Environment Agency to reinvest fishing licence income back into projects that will provide positive outcomes for anglers. To date, the Environment Agency has reinvested over £6 million from anglers into FIP projects that will directly benefit fish and fisheries. The Environment Agency seek ideas that create sustainable habitats and passage for coarse fish, trout and eels; as well as projects that develop community or urban fisheries; enhance angling access by providing pegs and pathways for rivers and stillwaters; or improve facilities and access for less able bodied anglers.

In 2022/23 the Environment Agency invested £924,568 of fishing licence income into 198 projects and worked with around 187 partners ranging from angling clubs, river trusts to landowners and commercial fisheries. This generated £1,405,127 in match funding. Through this work 52km of river were improved and a further 20km protected and also one fish pass was constructed. 52ha of stillwater fisheries were enhanced, many involved the repair, or construction of angler access facilities, such as platforms and easy access pathways at venues.



Distribution of AIF and FIP projects, 2022/23

The funding for AIF projects consisted of £227,823 from fishing licence income and also £408,845 of match funding, including cash from partners, match funding grants or the 'in kind' time of volunteers.

For more information please contact Roger Handford (roger.handford@environment-agency.gov.uk)

The AIF is administered by the Angling Trust on behalf of the Environment Agency. Since its launch in 2015, the AIF has made over 600 separate awards totalling over £2.4m to clubs and fisheries that aimed to improve the infrastructure of angling facilities all of which support the National Angling Strategy. Recent Projects included ways to help tackle the predation of fish stocks, improve biosecurity, encourage more people to go fishing and provided bursaries for over 200 new coaching licences. In 2022/23, 55 projects were funded during the year. There were two themes, (i) protection of fisheries from predation by otters and cormorants (37) and (ii) Invasive non-native species control and biosecurity measures (18).

Objective Five: Increase angling's economic impact

Case study 8: The ATA revitalises the 'Fishing Village' at the Game Fair

Back in the past the 'Fishing Village' at the annually held Game Fair formed a substantial presence with numerous tackle manufacturers and angling organisations represented. Over the years though, and perhaps mirroring the decline in popularity of angling over the last decade, the 'Fishing Village' has slowly diminished in size and impact at the Game Fair.

However, in the last several years the Angling Trades Association (ATA) has been at the forefront of injecting new life into the 'Fishing Village' as Chairman, Andrew Race explains, "Of all the industry stakeholders, the Angling Trades Association is uniquely positioned to affect angling attendance and large outdoor events. The Game Fairs project, started in 2020, was initiated as a result of event organisers looking to re-establish the significant angling footfall of previous decades at large scale outdoor events.



The 2023 Game Fair was held at Ragley Hall in Warwickshire

By bringing together significant industry brands, ATA has been able to regenerate footfall around the "angling village" element of rural events such as the [Game Fairs](#) which boast visitor numbers in the hundreds of thousands.

Research generated by ATA has shown that around 30% of visitors to national

outdoor events like the Game Fair, either fish, have fished or would like to try fishing. Such events by sheer numbers alone represent a significant awareness and recruitment opportunity for angling. With support from ATA member brands and active recruitment from [Let's Fish](#), [Tackling Minds](#) and other organisations significant growth in footfall, engagement, and awareness of angling's benefits have already been achieved."

This year's Game Fair held at Ragley Hall in Warwickshire was a very well attended event and the 'Fishing Village' attracted large crowds throughout, paying testament to the work the ATA have put in over recent years. As the Game Fair moves to Blenheim Palace next year, the ATA plans to continue with their efforts to further expand the 'Fishing Village' making it an integral part of the Game Fair day out and highlighting the appeal of angling.

For more information, please contact ATA Chairman, Andrew Race (chair@anglingtradesassociation.com)

Objective Six: Understand angling data and evidence

Case Study 9: Understanding fishing licence customer buying patterns

Analysis of rod licence sales data undertaken by the Environment Agency has highlighted some startling facts about rod licence customers' buying patterns. The work was undertaken by Catherine Mitchell from the Environment Agency's National Enforcement Services (NES) and looked at sales data from 2017/18 to 2022/23.

One of the key findings to come out of the research was the high percentage of churn of rod licence customers i.e. many anglers would buy a licence in one year and then not fish the next. In fact the gross churn per year was around 40%. This of course has implications for sales and the income which is brought in to help run the Environment Agency's fisheries service.

Gross churn of anglers per year		
Calculated by using equation	2018	39.09%
	2019	40.80%
<u>lapsed anglers</u>	2020	37.89%
	2021	42.84%
last year's total anglers	2022	39.96%

The wide reaching analysis also looked at lapsed, retained and new anglers also revealing a number of key statistics which are all proving invaluable to understand how our rod licence customers behave in the marketplace.

The work undertaken by Catherine will be essential in helping the Environment Agency and partnership organisations from the fishing community target their market research and marketing activities to help retain anglers from one year to the next and hopefully help reduce the churn rate and thus increase sales and income.

If you would like further information, please contact Catherine Mitchell (catherine.mitchell@environment-agency.gov.uk)