



Broads Angling Services Group

The Economic Influence of

The Broads Fishery





National Importance of Angling

- 31 Million angler days per year in England, Scotland and Wales
- £1.4 billion angler expenditure
 - Cycling £650m
- £980m GVA Income (England and Wales)
- 37,386 FTE (England and Wales)
 - 15,000 (cycling)
- 1.2m Rod licenses sold (England 2016/17)
- £20m license sales
- Average spend £69 per angler day
- Angling introduces a hands on experience of the natural world to thousands of people.
- Angling aligns with many national campaign's to encourage outdoor activities
- Gender, Age and Wealth are not barriers
- Angling has significant social as well as economic value



Broads Fishing History

- Broads is steeped in angling history
- Visiting anglers after the 2nd WW
- British records attracted specialist anglers
- Good fish stocks attracted mass participation matches
 - Broads Open was nationally acclaimed
- Thousands have been introduced to the sport while on a Broads hire cruiser
- Several high profile anglers relocated to Norfolk
- Best known and most important natural freshwater fishery.
- 100's of books make reference to angling on the Broads
- Local and National Heritage



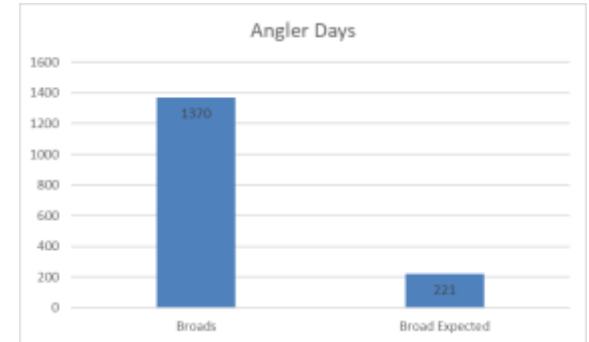
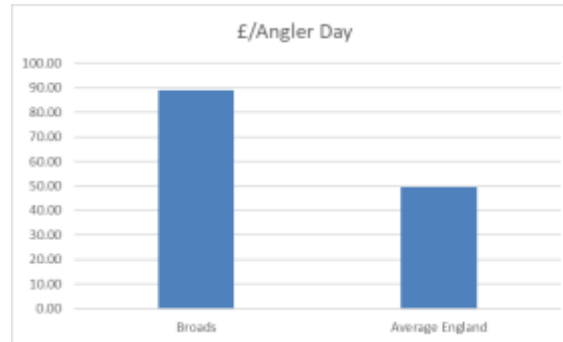
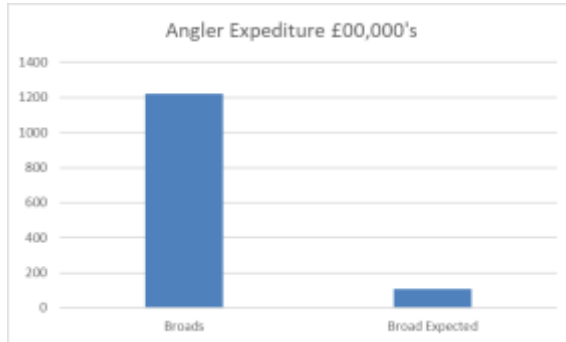
Local Importance of the Broads Fishery

- 5% of all angler days in England occurs on the Broads
- Yet Broads rivers make up less than 3% of English rivers (less than 1% land area)
- 1.37 million angler days each year on the Broads
- Angling directly influences large numbers of tourists to visit the Broads
- Anglers spend between £92-153m per year in the Broads area.
- Average figure of £122m (@2013 value)
- Broads angling is worth more than the entire Scottish Salmon angling industry
- Based on % activity, angling supports 100's FTE's in the Broads area
- UK's largest fishing tackle retailer is based in here in Norfolk
- 39% of local boat owners are anglers (BA 2014 survey)
 - 21% keep boat at home in the summer
 - 14% of boats less 14ft or less



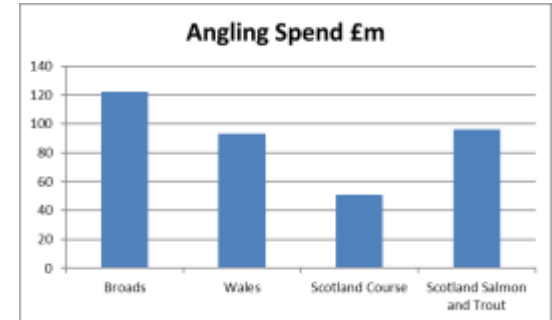
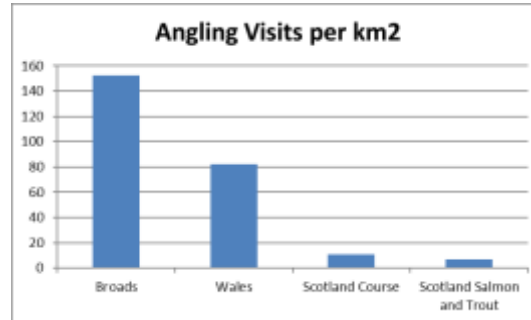
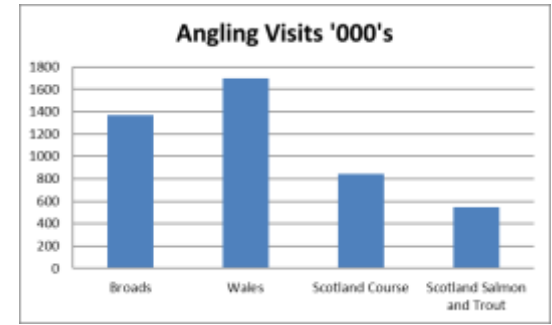
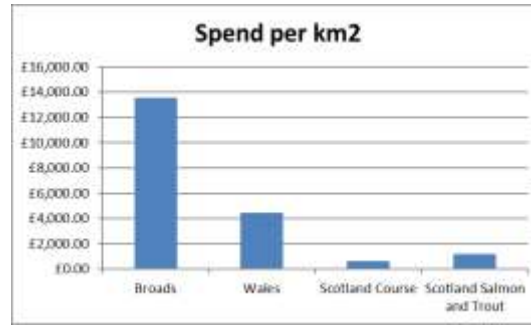
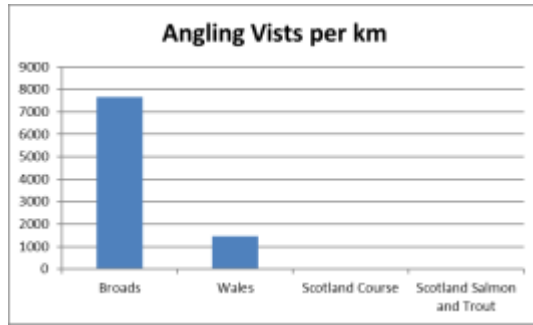
Broads Angling Value Compared to Total England

- The Broads Area accounts for just 0.8% of the land area of England
- Relative to area the Broads out performs expectations in the three main categories





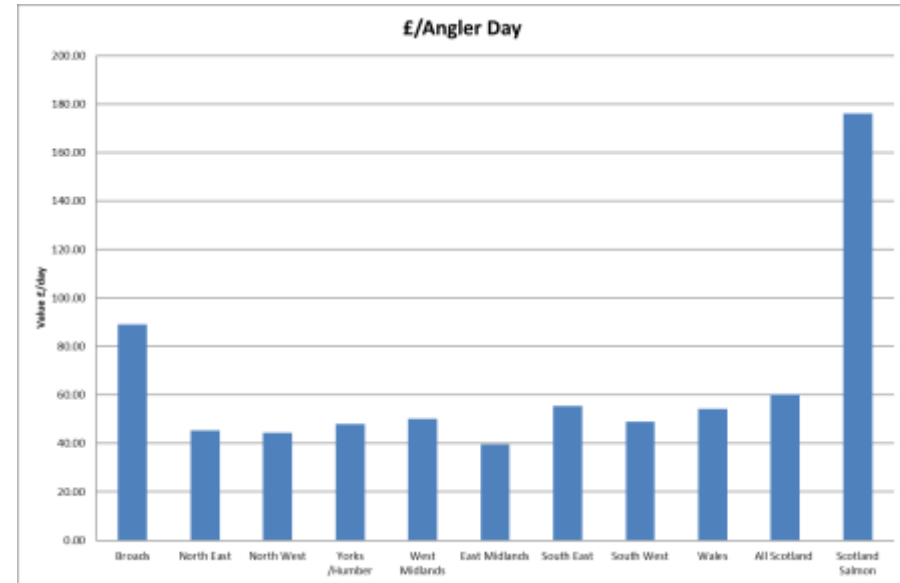
Broads Angling Value Comparisons





Angling Influence on Tourism

- 17% of people currently fish on a Broads holiday
- Angling directly influences holiday decisions
 - (2010,2012,2014 Visitor data, 28%-40% boat hire)
 - (2010,2014 Visitor data, 8% and 18% land based)
- 21% of people want to fish when they come back to the Broads (BA survey 2015)
- Potential for an additional 300,000 angler days
- With the right investment
- Anglers spend more per day on the Broads, than any other fishery (non-salmonid)
- Angling is a major contributor to Broads Tourism Income
- Could be bigger.



Angling Quotes from the Tourist Industry

“Angling and anglers are a large part of our business and that goes for any Broads business.”

James Knight, MD of Waveney River Centre

“Our customers are very much looking forward to the start of the fishing season. Fishing and boating holidays go hand in hand and the Broads has such a wide variety of fish, making it perfect both for first timers and more experienced anglers.

Amanda Walker, Marketing Director Herbert Woods

“We know fishing is an important activity that attracts visitors from all over the country to the Broads. We see so many of our guests arriving with their fishing rods. It’s our busiest time outside of the summer school holidays.”

Greg Munford, CE of Richardsons Leisure

“During the fishing season, around 75% of our water facing holiday accommodation is let to anglers and their families .”

Barbara Greasley, Director Norfolk Broads Direct Ltd

Funding for Broads Angling

- BASG believe that funding for The Broads Fishery is not proportionate to the level of economic benefit
 - Currently the ENS area receives 7% of total fisheries spend by the Environment Agency
 - The Broads Area makes up 11.7% of the ENS area.
 - By area The Broads Fishery only receives 0.8% of total fisheries spending
 - To support 5% of the total angler days in England.

 - There is currently No official spend by the Broads Authority in supporting The Broads Fishery
 - None of the Local Authorities contribute to The Broads Fishery
 - The Broads Tourism Industry does not contribute to The Broads Fishery.
 - Do Anglers Value the Broads Fishery enough?

 - One of BASG's key objectives is to increase funding for the Broads Fishery

 - And we have asked you how?
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