



Broads Angling Services Group

A Sustainable Future for The Broads Fishery



BASG Members Meeting 8th Feb 2022



Directors
Duncan Holmes
Andy Hinds
Kelvin Allen
Martyn Page
Tim Coleman

Members
Allan Kirby
Andy Feetham
Cass Singleton *
Colin Howlett *
David Todd
Nick Simpson
Nick Cheeseman
Richard Ayers
Steve Lane
Tony Gibbons
Tim Ellis *
Martin Burgess
Richard Miles
Peter Howarth

Volunteers
John Flowerdew *
Andy Carpenter
Alan Martin
Andy Calderbank-Link
Giles Angel
Paul Doggett
Chris Ovel
David Pitchers
David Beckett *
Dennis Willis *
David Appleby
David Atkins
David Miller
Gary Grills
Geoff Phillips *
George Morrison
John Bailey *
John Kiernan
Karl Gidney
Lewis Treloar
Lloyd Collier

Volunteers
Andy Beckett *
Rodney Slater
Mark Symonds
Nicholas Buttle
Phil Humm *
Paul Belsten
Paul Anison
Peter Cutting
Eve Poidevin
Roger Gibbons *
Robert Sidell
Sebastian Shelton
Simon Slater
Steve Lane
Terry Kett
Chris Turnbull *
Tim Venes *
Tony Stanley
Tony Meades
David Vaissiere
Gary Boyce *

Volunteers
Roger Witham
John Nunn
Graham Gamble
Mike Brown
David Harper *
Marc Callaby
David ward *
George Gorrod *
Jacob Kenworthy *
Chris Adams *
Bethany Burrage *
Chris High *
Daniel Owen *
Jeremy Hadaway *
Geoff Durham

Plus
494 Subscribers
31 Professionals

* Relates to Wensum

Our People

BASG Members Meeting 8th Feb 2022

- Landscape Review Consultation Response
- Broads Angling Strategy 2022-2026
- NEIRF application and proposed governance
- EA Asset Disposal
- Postwick Pilot
- Clubmate Membership Solution
- Broads Angle 2022
- New Campaigns
- Hoveton Saga
- 2020/21 Company Accounts
- VAT Company Registration
- Wensum Governance
- Members & Volunteer Engagement

Our Focus

Our Active Campaigns

Restoring and improving the Broads – angling is vital to this



Policy paper

Landscapes review (National Parks and AONBs): government response

Published 15 January 2022

Julian Glover's review highlighted a series of challenges facing our National Parks and AONBs but recognised that there are solutions and – most importantly – opportunities.

The package of measures set out in this response will rise to the challenge before us and leave our protected landscapes in a better condition for future generations.

The Rt Hon Lord Benyon

Q7. Which other priorities should be reflected in a strengthened first purpose e.g. climate, cultural heritage?

Impact of climate change.

We have had 5 years of the EA looking at the impacts of climate change within the Broads, in the Broads Futures Project, I see little more outcomes than more glossy papers and new fonts on what was published 5 years ago,

Q9. Do you have any views or supporting evidence you would like to input as we develop the role of protected landscapes in the new environmental land management schemes?

We need to explore new tools that protect the environment from the ever increasing demands to visit and enjoy that landscape. We have submitted an application into the NEIRF grant to explore this and put it on a sustainable footing.

Appendix 1: Links to National Angling strategies and objectives

Fishing for life Strategy 2019 - 2024

BASG Objectives	Develop Sustainable Places to Fish	Increase participation in angling	Increase Angling's Economic Impact	Develop social benefits through angling	Develop awareness and knowledge of angling	Understand angling data and evidence
S1	✓	✓		✓		
S2	✓					
S3				✓		
S4				✓		
S5				✓		
A1		✓	✓			
A2			✓			
A3			✓			
A4			✓	✓		
A5			✓	✓		
A6		✓				
E1		✓		✓	✓	
E2		✓		✓	✓	
E3		✓		✓	✓	
EF1	✓					✓
EF2	✓					✓
EF3	✓					✓
EF4	✓					✓
EF5	✓					✓
EF6	✓					
EF7	✓					✓
US1	✓					

Landscapes Review 2022

BASG Objectives	Coherent National Network	Nature and Climate	People and Place	Supporting Local Delivery
S1	✓			✓
S2	✓			✓
S3	✓		✓	✓
S4			✓	✓
S5				✓
A1	✓		✓	
A2			✓	✓
A3	✓		✓	✓
A4			✓	
A5			✓	✓
A6			✓	
E1			✓	
E2			✓	
E3	✓	✓	✓	✓
EF1		✓		✓
EF2		✓		✓
EF3		✓		
EF4		✓		✓
EF5		✓		
EF6		✓		
EF7		✓	✓	✓
US1		✓		

Broads Angling Strategy 2022-2026
*Sustaining & improving the
Broads - angling's national
treasure*

Draft Version for Review

Working in partnership to maintain, improve and develop angling and fisheries in the Broads area



- Overhead funding grant to fund next three years of growth
- Create revenue streams from angling and angling tourism
- Create a market portfolio to deliver failing services and purposes of EA, BA, NE.
- Create a platform where anglers are taking care of anglers and angling interests



**NATURAL
ENVIRONMENT
INVESTMENT
READINESS
FUND**

- Application Submitted 2nd Feb
- Notice by June 2022

Bringing together people to develop new markets and revenues
Whilst sustaining and growing environmental values



EA owned Banks and Assets

Venue	Length
Martham Ferry	530
Martham Boat Yard	800
Coldharbour	560
Potter Heigham North	1000
Postwick	475
Upton	400
Horstead Mill	200
Ludham Bridge East	200
Nogdam End	200
Marsh Farm	200
Puddingmoor	200
Nogdam End	100
Barsham	800
Worlingham	240
Worlingham	200
Puddingmoor	100
Ludham Bridge North	200
Fleet Dyke access	400



Potter Heigham Barrier

- Fishery Asset !!!!!
- No Funding for replacement
- Media Campaign
- Reclassification
- It's a Flood Barrier / Eco Barrier first

Why choose the River Yare at Postwick

- 475m of Banks and Access Owned by the EA
- Issues with anti social behaviour from migrant anglers
- Area benefitted from sound EA investment in 2014
- Currently Free to Fish
- Local Anglers feel intimidated and don't visit
- BA, EA, Police and Parish Council need a solution
- Lease agreement between EA and BASG
- Define Bye-Laws with stakeholders
- Brand this new approach to sustain and protect Broads Fishing
- Market the Brand
- Generate Income from Membership Permits and or Donations





MEMBER MANAGEMENT



FOR ADMIN

- Manage your organisation at any time, from anywhere
- Process memberships and sell tickets on the go
- Access key information at the click of a button
- Reduce your workload and share access with your team
- Keep in touch with your anglers via email, text & push notifications
- Track your venue's performance with reports & analytics



ONLINE PAYMENTS



FOR BAILIFFS

- Eliminate doubt and verify anglers details instantly
- Sell memberships and day tickets on the bank
- Review and update disciplinary notes
- Check and update out of date profile photos
- View upcoming bookings & be prepared for attendees
- Bailiffs have restricted access to personal data at all times



DIARY & BOOKINGS



MATCH BOOKINGS



FOR ANGLERS

- Join, renew and pay for memberships on the go
- Make bookings and purchase tickets in seconds
- Secure access to members only content
- Access to fishery rules, available 24/7
- Effortlessly maintain personal data 24/7
- Instant proof of membership, permits and tickets



COMMUNICATION TOOLS



REPORTS

clubmate
ANNUAL

£1.50

per member per year
Includes 1000 messages and 10000 minutes of calling to all numbers (UK and EU)

Includes:

- Member Database
- Online Joining & Renewals
- Photo ID
- Online Bookings
- Carbooker Listing
- Message Tools
- Bookings Widget
- Reporting
- Training & Support
- Data Migration
- Access Control

clubmate
PRO

£1500.00

per year
Per venue (max 1000 members) including 10000 minutes of calling to all numbers (UK and EU)

Includes:

- Member Database
- Online Joining & Renewals
- Photo ID
- Online Bookings
- Carbooker Listing
- Message Tools
- Bookings Widget
- Reporting
- Training & Support
- Data Migration
- Access Control

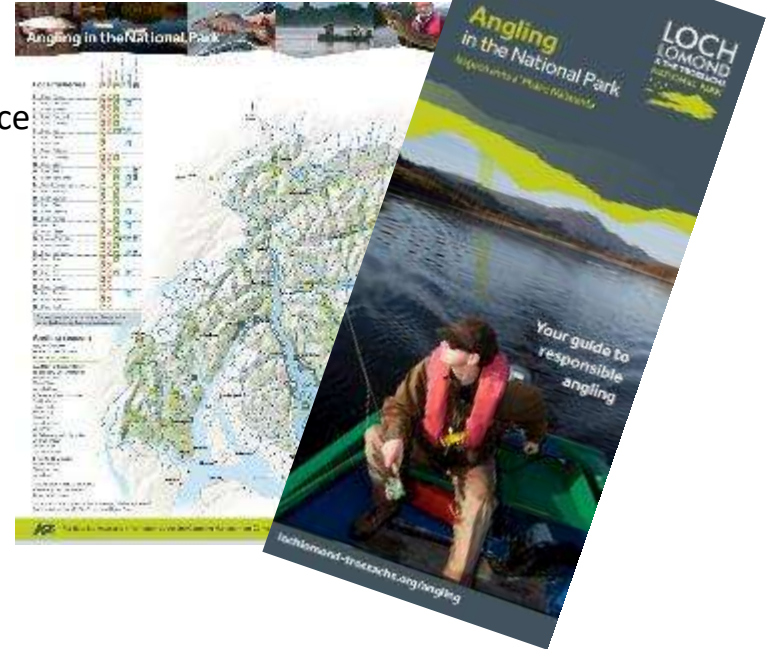


OPTIONAL ADD-ONS

Photo ID cards	from £4.35
Day ticket booking fee	75p per day ticket
Club website	from £240 per year
Venue maps	from £135 per map
Text messages	5.5p per message



- Last produced in 2013.
- Funding agreed for revamp by June 22
- Stephen Harper
- Broads Angle “Lite”
- Education of Visitors
- Conflict through Ignorance



Anglers Broads Clean Up

- Planned for close season March 2022
- BA Approval
- Waste Collection
- 5 Rivers
- Marshalls



Broads Get Fishing

- Repeat of 2019, Rod Licence funded scheme
- AT, meeting on ground 22nd Feb MP, DH, DT
- Oulton Broad Nicholas Everitt Park
- Riverside Pubs. Coldham Hall, etc

New Campaigns

Video Media

- Powerful Communication
- 2 Content Producers
- Increase Social Media Platforms



Granary Staithe

- Team Pidgeon
- Conflict between Anglers and wildlife
- Danger of escalating to entire town centre
- Response Team
- Education

Hoveton Saga



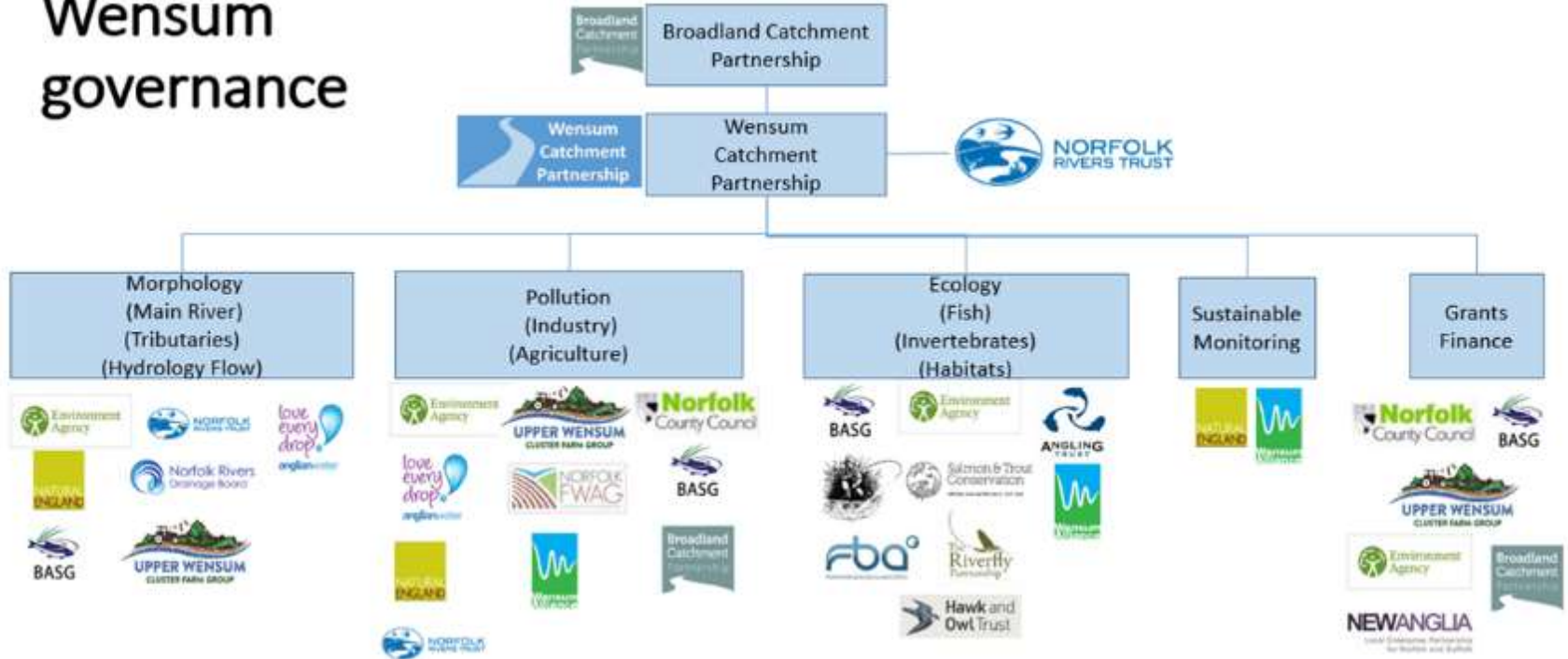
Broads Angling Services Group

- Permit Granted subject to conditions
- Conditions still not meet
- Both on FRAP and Planning
- No action until Oct-22
- Legal position now agreed
- EA has to declare harm on stocks
- BASG part of the monitoring team



- Tim Colman dealing with accounts
 - Martyn Advising
 - Income Threshold will take us to registration - (hopefully)
 - VAT registration provides 20% additional value on NEIRF grant, but need to register and claim back from HMRC.
 - Cash Flow
-

Wensum governance



- Working Groups
 - Monthly Online Meeting – Reporting
 - Current requirements
 - Strategy – Proof readers
 - Broads Angle – Proof readers
 - Get Fishing – Event planner, Event helpers
 - Clean Up – Event Marshalls
 - Media – Content Creators, News feeders, Social Media Account Manager
 - Granary Staithe – Wildlife response, tackle recovery
-



Timeline

