

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

Draft 5 - for Consultation

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



Broads Angling Strategy 2022-2026

Sustaining & improving the Broads - angling's national treasure



Foreword – Directors, Broads Angling Services Group

Welcome to the Broads - an angler's paradise. With its vast network of rivers, dykes, reed-fringed bays and open water, the Broads are one of the United Kingdom's most special and historic fishing areas covering some 303 kilometres and a place cherished by anglers from far and wide.

Whether its a bag of pristine roach, quality bream on the feeder, float fishing for rudd or the predatory attention of pike and perch you're seeking, the Broads have something to offer all anglers throughout the fishing season.

The Broads area forms Britain's largest and finest wetland and is one of the region's premier tourist attractions. Angling and fisheries play a key role in supporting the rural economy in the Broads accounting for at least 18 percent of the 8 million visitors to the area. Broads anglers are estimated to contribute in excess of £100 million to the local economy each year.


Above and below the waters surface, the unique yet fragile environment of the Broads presents many, sometimes complex, issues that can affect fish populations and consequently angling.

Maintaining this delicate balance of interests requires close cooperation between all the bodies responsible for the management of the area. The Broads Angling Strategy provides the framework and vision to ensure that this wonderful resource continues to be protected and enhanced for anglers to enjoy for the benefit of all - now and in the future.

Tight lines

Kelvin, Duncan, Andy, Martyn & Tim

Directors - Broads Angling Services Group



Broads Angling Strategy 2022-2026

Sustaining & improving the Broads - angling's national treasure

New times – New model - A new era for Broads Angling

In 2017, BASG members decided to re-launch the group as a new Incorporated Body with the ability to raise funds and hold assets. The new **BASG Community Interest Company (CIC)** has been overseen by its members, with a company Board of Directors. Over the past 5 years, BASG has faced numerous challenges that affected the Broads Fishery. Some nature based, like saline incursion and prymnesium, and others man made such as the efforts to close important Bream spawning grounds and the increasing need to fund sustainable access provision in the Broads. None of this is aided by the continued reluctance of local anglers to accept users will have to contribute to ensure these assets can be maintained.

Why change is important?

Unlike many other natural venues in England, the Broads are tidal. Riparian rights are limited by law and, as such, much of the fishing delivered within the tidal reaches is free and has been maintained by the EA and its predecessors since the formation of the Norfolk & Suffolk Rivers Broad back in the 19th century. This model is today unsustainable because the national rod licence income alone cannot support the required level of investment.

So change is needed to find ways of generating revenue from the users who the benefit use of such assets. How this is achieved is part of our core strategy over the next few years.

If you would like to get involved in this, we are looking for new members to get involved. So, even if angling politics and committees are not 'your thing', just a small amount of time and effort spent working alongside like-minded anglers can really make things happen.

On the following pages are some examples of the real benefits that BASG has helped deliver for angling in the Broads.

Interested? Contact the BASG at info@basgonline.org

Broads Angling Strategy 2022-2026

Sustaining & improving the Broads - angling's national treasure

Year End 2020/21	Sales	Income '000
West Midlands	154,520	£3,417
East Anglia	136,607	£3,106
Yorkshire	106,848	£2,384
Kent South London and East Sussex	97,339	£2,134
Greater Manchester Merseyside & Cheshire	87,679	£1,980
Hertfordshire & North London	83,516	£1,877
Derbyshire Nottinghamshire & Leicestershire	73,868	£1,655
West Thames	65,562	£1,510
Wessex	56,586	£1,303
Lincolnshire & Northamptonshire	57,363	£1,295
Cumbria & Lancashire	46,041	£1,154
Solent and South Downs	51,868	£1,154
Northumberland Durham & Tees	39,154	£851
Devon Cornwall and the Isles of Scilly	23,030	£562
Unknown	10,087	£203
TOTAL	1,090,068	£24,583

Data Source
 Roger Handford 16th July 2021
 Senior Advisor (Fisheries Partnerships)
 Agriculture, Fisheries and the Natural Environment Team
 Environment & Business

Discussion from a meeting held 26th July
 Hosted by Helen Smith, Macus Sibley, Alison Parnell

- 2020/21 East Anglia 13% of sales = £3.1m
- They actually received £887,000 back
- That's an increase of £134,000 from 2019/20.
- But 2021/22 income is back to previous values.
- But still short by £75,000 from the national average
- Its Shared across Norfolk, Suffolk, Essex, Bedfordshire, Cambs.
- £887,000 over an area of 17000 km²
- £51/km² or £15,000 for the Broads 303km²
- But is this enough for what we expect EA to provide?

How to sustain - Angling's national treasure

Given the local, regional and national importance of the Broads for angling and the unique and complex nature of the issues that can affect the area, anglers have always had a strong interest in the way the Broads is managed.

The table on the left is rod licence sales from the period April 2020 – March 2021. This saw a 16% increase in rod licence sales and income as a result of the various campaigns to allow fishing during the Spring and Summer of the pandemic. However, rod licence sales are now back to the pre-pandemic levels and overall income has reduced to pre 2019 levels.

We have discussed at length with the EA the resultant budgets allocated back to the area which covers the Broads. They clearly are not able to cover all the needs to sustain angling in what is the UK's largest natural fishery.

We have to look at alternative sources of income. This raises the question why any form of fishing in the Broads be free apart from the national rod licence fee. Whether this is the local angler taking regular trips or the visiting tourist, the current model can't support this.

But it's not just the access that requires support. The fishery management itself is now not able to undertake tasks that have been taken for granted in previous decades. We must address this or watch it collapse around us. This strategy puts in place a strong foundation enabling Broads angling to reach out for wider sources of funding to help deliver Broads Angling Strategy objectives.

The **Broads Angling Strategy 2022 – 2026** has four core themes. Each of these has a related set of objectives and a summary of actions that will help BASG and it's partners maintain, improve and develop angling in the Broads. The Strategy also sets out how to work towards these objectives that can help deliver some of the key national strategy objectives for angling 'on the ground' in the Broads area with many generations of families starting their fishing habit on the Broads.

BASG Angling Sustainability Group



Sustaining angling in the Broads

Objectives:

S1: Enable corporate governance, policy and structure for BASG

S2: Enable corporate governance, policy and structure to ensure the sustainability of fisheries and angling within the Broads area

S3: Implement a long term funding strategy to sustain Broads angling

S4: Sustain & Enhance the membership

S5: Communications and media strategy

S1: Enable corporate governance, policy and structure for BASG

While the BASG has transitioned to a Community Interest Company (CIC) , it cannot achieve it's aims without additional professional resource. Reliance on voluntary effort alone cannot deliver at the scale needed in the Broads. These strong governance structures will serve as custodians of the Broads fishery, in partnership with the Environment Agency. We have 3 key strategic visions:

<i>Short term</i>	<i>Secure additional resources and seed funding</i>
<i>Medium term</i>	<i>Identify new funding streams, project definitions and partnerships</i>
<i>Long term</i>	<i>Become a self sustaining community with a clear identity related to broads angling</i>

To achieve these objectives, the **Broads Angling Services Group** will:

- Establish company objectives for BASG that align with the objectives of the Broads Angling Strategy
- Deliver CIC requirements to enable BASG to bid for additional grants and donations to deliver Broads Angling Strategy objectives
- Establish an asset lock that meets CIC requirements
- Build a brand that is recognised as sustaining the Broads Fisheries future
- Ensure that all statutory company formations and requirements are complete
- Build and engage professional and voluntary resources within the CIC to enable sustainable support for the future
- Build a vision for anglers to establish short, medium and long benefits to the wider angling community.

Progress towards this objective will ensure a number of **strategic national priorities** for angling are delivered at a local level in the Broads area. For more information, see Appendix 1 & 2.

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Increase participation in angling

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S2: Enable corporate governance, policy and structure to ensure the sustainability of angling and fisheries within the Broads Catchment.

The Broads currently provide some of the best natural angling within the UK, worth an estimated £100m annually to the local economy. To secure the future of angling and fisheries in the Broads catchment, there is a need for angling representatives to make an enhanced and valued contribution to the decisions that influence the management of the Broads area.



To achieve this objective the **Broads Angling Services Group** is working to:

- Make full use of the Community Interest Company structure to provide resilience in angling and fisheries within the Broads catchment
- Implement a company structure that builds on peoples strengths to deliver the objectives defined within this angling strategy
- Ensure formal stakeholder engagement is both defined and put in place
- Establish and improve consultation links with statutory and other management bodies, to improve angling representation
- Identify and engage with management strategies/policies that could either influence angling or provide opportunities for partnership work
- Continue with the need to improve the understanding of the value of angling to the local economy and raise awareness

Progress towards this objective will ensure a number of **strategic national priorities** for angling are delivered at a local level in the Broads area. For more information, see Appendix 1 & 2.

S3: Implement a long term funding strategy to sustain Broads angling

There is a need for angling to look more widely at potential sources of funding and grants that could help deliver bigger and better outcomes. By seeking out new external grants and opportunities to work with others, the Broads Angling Strategy will be better equipped to make things happen on ground. In partnership with the Environment Agency, BASG will be able to make rod licence money go further by maximizing funding and delivering multiple benefits from projects in line with national strategies.

To achieve this objective the **Broads Angling Services Group** is working to:

- Engage on the feasibility of a ‘fishing permit ’ scheme to address funding and sustainability of the Broads fishery via a NEIRF grant
- Engage with new partners to scope out potential market opportunities and models using ecosystem services concepts
- Engage with key stakeholders to scope new income streams recognising the socio-economic value angling brings to the Broads
- Engage with Broads anglers to change views and vision on sustaining the Broads fishery
- Enable the provision of needs of anglers as identified from the previous Anglers Survey
- Scope long term income streams and gain anglers views on willingness to pay to help develop new and improved access
- Investigate long term solutions to enhance income and revenue streams as a potential source of sustainable income
- Define a vision and identity that anglers can identify with

Progress towards this objective will ensure a number of **strategic national priorities** for angling are delivered at a local level in the Broads area. For more information, see Appendix 1 & 2.

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S4: Sustain & enhance the membership of BASG

Previously BASG has struggled to maintain an effective core membership. The new strategy needs to look at new ways of addressing this, with a new Community Interest Company at it's core. With new roles such as Members, Directors, Volunteers & Employees more engagements achieving successful outcomes can be achieved.



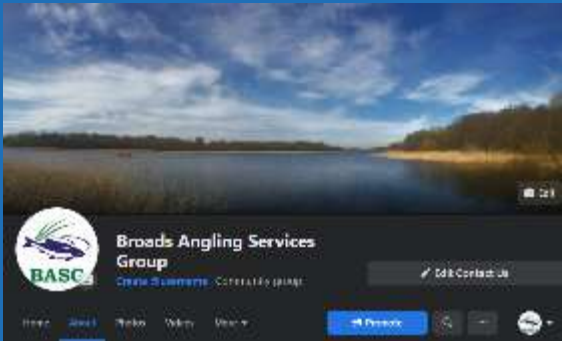
To achieve this objective the **Broads Angling Strategy Group** is working to:

- Find new ways of attracting membership of BASG which will enable the delivery of sustainable outcomes from a wide Broads community
- Build on the previous success of engaging people on the things they feel passionate about, rather than formal membership structures
- Utilise the survey of rod Licence holders across the Norfolk and Suffolk Broads to raise awareness and seek views of the angling community
- Utilise the survey outcomes to identify and engage with potential volunteers
- Develop a range of approaches to improve delivery of Broads Angling Strategy objectives

Progress towards this objective will ensure a number of **strategic national priorities** for angling are delivered at a local level in the Broads area. For more information, see Appendix 1 & 2.

S5: Communications and Media Strategy

A strong communications and media strategy is critical in today’s world. BASG has progressed well with it’s website, but there remains an on-going need to develop a stronger social media presence using the latest tools and techniques. Closer media links with other Broads partners will improve the flow of media and awareness amongst anglers, stakeholders and the wider community.



- To achieve this objective the **Broads Angling Services Group** is working to:
- Create a framework of resources to ensure timely and regularly updated sources of news are published across media platforms
 - Publish a range of resources and guidance for anglers including the development of interactive publications on Broadland fisheries
 - Develop a portfolio of case study examples to show angling working in partnership with others in the Broads to deliver shared outcomes
 - Develop the image and branding to foster a positive perception of angling within in the Broads
 - Develop new integrated media streams and tools meeting market needs
 - Scope the engagement within the tackle trade making full use of media and previous achievements of BASG.

Progress towards this objective will ensure a number of **strategic national priorities** for angling are delivered at a local level in the Broads area. For more information, see Appendix 1 & 2.

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BASG Angling Sustainability Group



River Yare Postwick

Rollesby Broad
Platforms



Potter Heigham
Salinity Barrier



Costs associated with sustaining Broads Angling

The Broads are arguably the best known and probably the most important single natural freshwater fishery resource in the UK.

Much has been raised in recent years by BASG on protecting this asset and securing its social economic value to the local community. However we find ourselves set against challenging budgets from the public sector in protecting what is estimated at over £100m in social economic value.

These assets no longer have the support of government grants which have helped sustain these resources for the past two decades.

For instance:

- The 2014 EA investment at Postwick is now attracting anti social behaviours and has become unmanageable and, frankly, a complete tip.
- The Rollesby platforms have been secured by BASG in 2021 from removal by the Broads Authority but are now in need of replacement at a cost of £10,000.
- The wider fisheries environment protection from saline incursion at Herbert Woods in Potter Heigham needs replacement at a cost of £60,000.

These are just a few examples of the costs associated to sustaining the Broads Fishery.

Broads Angling Heritage Case Study



The Broads – Angling's Natural Treasure

People have been coming to the Broads for generations. Why? Well speak to them and you hear tales of old and more recent times that few places can offer.

Although the Broads is seen as a natural resource, much of it is actually man-made dating back to the medieval period and before. With its unique combination of rivers, dykes, reed-fringed bays and open water, the Broads are one of the United Kingdom's most special and historic fishing areas and a place cherished by anglers from far and wide.

Much has been written on the heritage of the Broads and its association with angling.

"From the time nature took over the Broads they became the Mecca of pike angling with a long history of large pike. Even today large areas have stayed untouched by the modern world and in the mist in the mornings you are not only in the company of kingfishers, marsh harriers and water voles but previous pike anglers like Dennis Pye and Edwin Vincent. Truly magnificent." *Quote from Steve Roberts Norwich & District Pike Club.*

The past few years have seen significant challenge to this heritage with natural events and evolving climatic change, whilst some of the other conservation challenges impacting on spawning habitats within the Northern Broads. Which is now attracting anti social behaviours and has become difficult to manage for the enjoyment of all stakeholders.

We want to work across stakeholders to ensure balance is achieved for the benefits of the whole Broads

BASG Angling Access Group



Objectives:

A1: maintain and improve boat & bank angling opportunities

A2: address and resolve conflicts of interest

A3: maintain access & anglers legal rights

A4: maintain and improve slipway facilities for small boats

A5: maintain and improve the urban fishery

A6: facilitate and provide an infrastructure for Broads angling festivals

Access to angling in the Broads

A1: Maintain and improve boat and bank angling opportunities

The availability of bank and boat fishing access is a critical issue for angling in the Broads. Maintaining and improving angling access is vital to enable all sectors of society to benefit from the Broads fishery resource and enable the full socio-economic contribution of angling to be realised.



To achieve this objective the **Broads Angling Services Group** is working to:

- Utilise outputs to develop a ‘fishing permit’ scheme to address funding and development and sustainability of access
- Pilot the Postwick venue to establish the concept and benefits from a “Broads Fishing Permit.”
- Establish the current & historic extent of angling access, develop GIS mapping and identify priority sites for maintenance and improvement
- Maintain existing access; identify and take forward opportunities for improving and developing access, including the delivery of projects
- Ensure angling access requirements, including transport infrastructure and facilities, are recognised by all those managing the Broads area
- Engage with partners to develop new opportunities for angling access alongside wider management in the Broads area
- Examine and develop new approaches to the management and maintenance of angling access, working in partnership with angling clubs and others to safeguard and improve angling, encouraging a positive perception of angling amongst land owners and managers

Progress towards this objective will ensure a number of **strategic national priorities** for angling are delivered at a local level in the Broads area. For more information, see Appendix 1 & 2.

A2: Address and resolve conflict

The Broads Angling Strategy will identify areas of conflict between Broads users and seek to ensure issues can be resolved by working in partnership with others.



To achieve this objective the **Broads Angling Services Group** is working to:

- Identify existing and potential areas of conflict between anglers and other user groups in the Broads e.g. use of moorings, litter and the statutory closed season
- Develop positive management solutions with partners to resolve issues
- Support the development and implementation of the Broads Authority's Integrated Access Strategy
- Develop a partnership with others and an agreed Management Strategy to address issues with for example "Broads Watch"
- As revenues allow, seek new opportunities to separate potential conflict and develop specific angling assets

Progress towards this objective will ensure a number of **strategic national priorities** for angling are delivered at a local level in the Broads area. For more information, see Appendix 1 & 2.

A3: Maintain access and anglers legal rights

There is a need to fostering better appreciation of the legal framework that supports, but can also influence angling in the Broads. Angling needs to work proactively with others towards balanced solutions at key locations in the Broads.



To achieve this objective the **Broads Angling Services Group** is working to:

- Identify existing and potential areas to sustain and develop angling access.
- Engage with landowners to look at new schemes and revenue generation through angling using findings of the Landscapes Review
- Support the development and implementation of the Broads Authority's Integrated Access Strategy
- Develop a partnership with others and an agreed Management Strategy to address issues with for example "Broads Watch"
- As revenues allow, seek new opportunities to separate potential conflict and develop specific angling assets

Progress towards this objective will ensure a number of **strategic national priorities** for angling are delivered at a local level in the Broads area. For more information, see Appendix 1 & 2.

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Increase Angling's Economics

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A4: Maintain and improve slipway facilities for small boats

Slipway facilities for boat anglers in the Broads need to be maintained and appropriate facilities developed where there are gaps in the network



To achieve this objective the **Broads Angling Services Group** is working to:

- Review the Small Boat Slipway Strategy to identify current slipway resource in the Broads and identify priority gaps in the network
- Support the development and implementation of the Broads Authority’s Integrated Access Strategy
- Identify and take forward opportunities for improving slipway facilities, including partnership funding and delivery of projects
- Support the Broads Authority on the delivery of its navigation duties

Progress towards this objective will ensure a number of **strategic national priorities** for angling are delivered at a local level in the Broads area. For more information, see Appendix 1 & 2.

A5: Maintain & improve the urban fishery

Urban fisheries such as Riverside Road in Norwich and Beccles Quay can provide some of the most prolific and extensively-used venues in the Broads for young and old alike, but can also be subject to considerable pressures, including development. Being so close to large numbers of people, maintaining and improving the urban fishery resource is especially important to enable all sectors of society to get out and enjoy fishing in the Broads



To achieve this objective the **Broads Angling Services Group** is working to:

- Establish the current & historic extent of urban angling access within the River Wensum Strategy
- Partner with Norwich City Council to deliver urban angling within Norwich
- Assess sites for potential areas of conflict and proactively seek solutions with partners to safeguard angling interest
- Continue discussions to develop Whitlingham as an angling center of excellence adjacent to the city
- Improve angling input to proposals for new development to safeguard fishing and identify potential opportunities for improvement projects

Progress towards this objective will ensure a number of **strategic national priorities** for angling are delivered at a local level in the Broads area. For more information, see Appendix 1 & 2.

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Increase participation in angling
Increase Angling's Economics

Develop social benefits through angling

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A6: Facilitate and Provide an infrastructure for Broads angling festivals

There is a long history going to the 60's of anglers attending matches on the Broads. In recent times this again has demonstrated the attraction of good quality natural tidal river angling, supported by the excellent silver fish stocks and the sterling work of local organisers and clubs. The Broads Angling Strategy would wish to build on this success, particularly in the winter months, when angling can be at it best



To achieve this objective the **Broads Angling Services Group** is working to:

- Build on the previous success of competitive angling festivals and establish and a core number of festivals supporting off season tourism.
- Identify venues and facilitate agreement with landowners and key stakeholders for angling assess
- Improve the provision of electronic booking and management of such events
- Identify funding needs and secure grants to facilitate such events and infrastructure
- Improve angling's identity and expose the social economic benefits angling can bring to the local community.

Progress towards this objective will ensure a number of **strategic national priorities** for angling are delivered at a local level in the Broads area. For more information, see Appendix 1 & 2.

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Access Sustained - Case Study



Access secured on Rollesby Broad

BASG has completed the transfer of the access platforms on Rollesby Broad from the Broads Authority. These have become a community asset owned by BASG.

It is the first asset to become owned by the Community Interest Company formed in late 2018 and takes its formation to a new level protecting and securing the future of Broads Angling as set out in the Broads Angling Strategy.

The transfer deed is from the Broads Authority to The Broads Angling Services Group, land owner Northumbrian Water Ltd and access via the footpath owned by Rollesby Parish Council. With a management agreement contained in the Trinity Broads Management Plan, overseen by Norfolk Wildlife Trust.

Like most assets across the Broads, management and ownership are complex and the key is building partnerships with others.

BASG will now need to ensure these assets are both maintained and safe for the anglers benefit, with the associated liabilities.

What a stunning location to go fishing!

Education Group



Objectives:

E1: Improve angling Information & Education

E2: Encourage newcomers to the sport and support young anglers

E3: Broaden Education linkages with Broads Stakeholders & dissipate material

Education

E1: Improve angling information and education

In an area of such obvious importance to angling, there is a clear need for easily-available, high quality, interesting and regularly-updated angling information and guidance. Ensuring visiting and local anglers can enjoy their fishing in a safe, effective and sustainable manner, whilst giving respect to others and wildlife of the Broads.



To achieve this objective the **Broads Angling Services Group** is working to:

- Provide high quality angling information and guidance in a variety of media formats, including annual updates of the *Broads Angle* guide
- Produce and distribute targeted media content to address specific objectives and highlight issues of shared concern
- Create a framework of resources to ensure regularly updated sources of Broads angling news are published across media platforms
- Foster partnership approaches and links to angling clubs fishing tackle trade and other bodies to deliver education and engage young people in angling development

Progress towards this objective will ensure a number of **strategic national priorities** for angling are delivered at a local level in the Broads area. For more information, see Appendix 1 & 2.

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Increase participation in angling

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E2: Encourage newcomers to the sport and support young anglers

Attracting 8 million visitors a year, the Broads provides a unique and special opportunity to introduce all sectors of society to the magic of angling and the natural environment. To sustain and grow this opportunity, there is a need to encourage and support newcomers to the sport, especially the younger generation, to experience Broads angling in a safe, responsible and informed manner. Special attention should be paid to ensuring there are clear opportunities for on-going participation.



To achieve this objective the **Broads Angling Services Group** is working to:

- Forge strong links with local angling clubs tackle trade and other bodies to deliver a program of coaching, mentoring opportunities
- Increase opportunities for all from adopting national “Get Fishing” and “We Fish as One” campaigns in the Broads
- Liaise with partners, including Broads Tourism, Broads Authority, Angling Trust and the Environment Agency, to produce a Broads Angling Tourism Plan
- Ensure venues support the provision of the needs of the less able to access the water.
- Support the potential development of a Broads Angling Academy

Progress towards this objective will ensure a number of **strategic national priorities** for angling are delivered at a local level in the Broads area. For more information, see Appendix 1 & 2.

National Angling Strategy

Increase participation in angling

Develop social benefits through angling
Develop awareness and knowledge of angling

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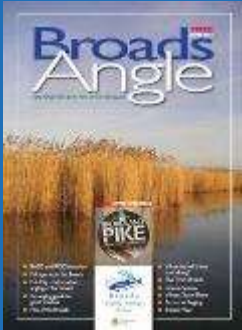
People and Place

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E3: Develop new Education linkages with Broads Stakeholders

Angling, fisheries and the aquatic environment provide the foundations for a significant proportion of the socio-economic activity within the Broads National Park. The previous Broads Authority Visitor Survey indicated area provides a unique and special opportunity to introduce all sectors of society to the magic of angling and the natural environment. To sustain and grow this opportunity, there is a need to encourage and support newcomers into the sector, especially the younger generation, who can potentially make a career within the Broads supporting angling and the natural environment.'



To achieve this objective the **Broads Angling Services Group** is working to:

- Develop partnerships with Schools and colleges to secure young people into coaching
- Create and develop angling engagement with the partnerships
- Investigate potential programs that provide openings for young people
- Facilitate Broads angling conferences and workshops
- Dissipate information impacting on what is England’s largest inland fishery

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National Angling Strategy

Increase participation in anglings

Develop social benefits through angling
Develop awareness and knowledge of angling

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Broads Angle

FREE
JUNE 2013

HELPING YOU TO FISH THE BROADS



Broads Angle Guide

The production of the original 'Angle on the Broads' guide was an important early milestone for the original Broads Fisheries Action Plan. For the first time in some years anglers visiting the unique environment of the Broads had access to a free, readily-available source of information, maps and tips, much of which had been contributed by well known Broads anglers.

'Angle on the Broads' was conceived by BASG and the Environment Agency to help local and visiting anglers enjoy their fishing, whilst fostering a sense of appreciation and awareness of other Broads users and promoting care of fish stocks and the delicate wetland environment.

Re-branded as '**Broads Angle**', the guide was last published by BASG in 2013, supported by rod licence funding from the Environment Agency. The current version is also available to download online, enabling instant links to sources of further information, accommodation and boat bookings around the area. Both demonstrating and educating the outcomes of the Broads Angling Strategy.

BASG are working hard with the Environment Agency and other partners on new Communication and Education initiatives, including a 'one-stop-shop' website for broads angling. The aim is to generate new interactive, easily updatable information, education content and services that can be accessed online and through mobile devices out on the bank.

For more information, or to see more examples of Communication and Education projects, go to www.basg.online

CASE STUDY:

E1: Improve angling information and education

BASG Environment Group



Objectives:

EF1: Defining Fisheries Broads Fisheries Management

EF2: Fisheries enforcement & Regulation

EF3: Tidal surges

EF4: Toxic algae Prymnesium

EF5: Predation

EF6: Invasive species

EF7: Managing & adapting to climate change

Environments for fish

EF1: Defining Fisheries Broads Fisheries Management

The fish stocks of the Broads provide the foundation of one of Britain’s best known angling destinations, with visiting anglers influencing expenditure worth £100 million to the local economy every year. Above and below the surface, the fisheries of the Broads present many complex issues which can affect the management of this unique and important resource. Reaching an agreement of what measures form a Broads Fisheries Management Plan are therefore vital to sustain and grow angling in the Broads.

To achieve this objective the **Broads Angling Services Group** is working to:

- Instigate the creation of a formal Fishery Management Plan for the Broads
- Secure resources either through the Environment Agency or 3rd sector to deliver measures against such Fisheries Management Plan
- Ensure the outcomes from the Hoveton Advisory Group aligns to the Broads Fishery Management Plan
- Define the techniques and monitoring processes needed to secure a scientific understanding and the baseline stock densities.
- Ensure perceived fish stock problems are identified and investigations undertaken as required; identify key habitat/lifecycle requirements
- Use GIS to integrate mapping of angling access with hydro acoustic survey data, to evaluate seasonal distribution of fish stocks influences the viability and availability of the bank angling access.

Progress towards this objective will ensure a number of **strategic national priorities** for angling are delivered at a local level in the Broads area. For more information, see Appendix 1 & 2.

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EF2: Protecting and enhancing Broads fish stocks through better fisheries enforcement and regulation

Illegal activities such as netting, long lining, poaching and fish introduction can have significant impacts on fish stocks and fishery performance. Rod licence evasion reduces the funding available to maintain, improve and develop fisheries. Effective fisheries enforcement and regulation is therefore vital to sustain and grow angling in the Broads area.

To achieve this objective the **Broads Angling Services Group** is working to:

- Improve communication with the angling community, ensuring anglers are aware of the proper approach to take to report incidents in a timely manner
- Improve links to the Environment Agency/Broads Authority /Angling Trust Voluntary Bailiff Scheme/Building Bridges initiative and explore potential options for improving fisheries enforcement capability in the Broads area
- Delivery of education material to improve the interaction with nature and rules that apply to help raise wider awareness of regulation
- Seek consensus for potential new legislation where appropriate to protect fish stocks
- Explore the potential of Broads Rangers holding a SAFFA Warrant

Progress towards this objective will ensure a number of **strategic national priorities** for angling are delivered at a local level in the Broads area. For more information, see Appendix 1 & 2.

EF3: Reducing the impact of tidal surges on fish stocks

Seasonal tidal saline incursions can lead to large scale fish mortalities in the Broads. The operation of barriers and other measures have helped to reduce the impacts on fish stocks, but a better understanding of the potential impacts on fish populations is required to inform other management options.

To achieve this objective the **Broads Angling Services Group** is working to:

- Further improve liaison with the Environment Agency to maintain and improve the existing salinity monitoring network
- Ensure freshwater flows are maintained through the Broads Catchment Abstraction Management Strategy
- Support the BFI needs for an improved Salinity Monitoring Project whereby data can be used to inform future management strategies
- Improve communication with the angling community, ensuring anglers are aware of the proper approach to take to report fish mortalities and signs of fish in distress
- Explore potential options for protecting fish stocks at other key locations in the Broads

Progress towards this objective will ensure a number of **strategic national priorities** for angling are delivered at a local level in the Broads area. For more information, see Appendix 1 & 2.

EF4: Reducing the impact of the toxic algae *Prymnesium* on fish stocks

*In certain conditions, the naturally occurring algae *Prymnesium parvum* can release toxins that can cause extensive fish kills. Such events have had severe impacts on the Upper Thurne fishery and yet until recently little was known about the factors that can cause this. Our previous strategy was to oversee research and management interventions needed. We are reliant on the statutory authorities to implement these recommendations.*



To achieve this objective the **Broads Angling Services Group** is working to:

- Ensure management actions are completed and implemented on *Prymnesium incident management*
- Ensure the EA undertakes a demonstration incident event on the Upper Thurne system
- Improve incident response by encouraging anglers and the wider public to report signs of fish mortalities and fish in distress
- Explore the potential for collaborative modelling to predict the potential responses of *Prymnesium* to climate change
- Explore the potential for collaborative engagement with volunteers in future responses of *Prymnesium events*

Progress towards this objective will ensure a number of **strategic national priorities** for angling are delivered at a local level in the Broads area. For more information, see Appendix 1 & 2.

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EF5: Understanding the impact of predation on fish stocks

Anglers have long been concerned about the impact of predation on fish stocks in the Broads. Piscivorous species, including cormorants, mink and otter can have very obvious impacts on individual fish, but little is known about the impact of predation on fish populations, apart from anglers views on the subject.

To achieve this objective the **Broads Angling Services Group** is working to:

- Ensure fish stock assessment and monitoring undertaken in the Broads is robust enough to show both long term trends in fish populations and potential acute impacts that may arise from predation
- Improve the understanding of fish habitat requirements in the Broads and ensure wider management such as navigation weed cutting takes account of the need to maintain and improve refuge habitat for fish, particularly in key spawning and over-wintering areas to protect fish stocks
- Investigate how fish behavior and distribution responds to the influence of predation and consequently influence angling success
- Improve education and enforcement to reduce the risk presented by predatory
- Explore options for the management of seals which egress into the Broads

Progress towards this objective will ensure a number of **strategic national priorities** for angling are delivered at a local level in the Broads area. For more information, see Appendix 1 & 2.

EF6: Reducing the impact of invasive species

Anglers have long been concerned about the impact of invasive species on fish stocks in the Broads and its wider ecology. These invaders trend to extremely dominate, outpacing native species. Intervention is clearly needed to limit the spread and impact using on what may seem natural events.



To achieve this objective the **Broads Angling Services Group** is working to:

- Ensure actions supporting the “check, clean, dry” campaign are adhered within Broads Activates to ensure biosecurity.
- Continue to support investigations and citizen science within the Trinity Broads on Killer Shrimp
- Continue to support actions on removal floating pennywort from being introduced and taking hold in the Broads.
- Continue to support the counties ambition to eradicate Mink from Norfolk
- Support further science in understanding of Signal Crayfish on the Wensum
- Improve education and enforcement to reduce the risk presented by non-native species

Progress towards this objective will ensure a number of **strategic national priorities** for angling are delivered at a local level in the Broads area. For more information, see Appendix 1 & 2.

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EF7: Managing and adapting to climate change

Anglers have long been concerned about the impact of climate change within the Broads. What does this mean and how will species adapt. What measures are needed and will new species become the norm. These are all questions that currently are unknown.



To achieve this objective the **Broads Angling Services Group** is working to:

- Ensure fish stock assessment and monitoring undertaken in the Broads is robust enough to show both long term trends in fish populations and potential acute impacts that may arise from climate change
- Improve understanding of fish habitat requirements in the Broads and ensure wider management such as navigation weed cutting takes account of the need to maintain and improve refuge habitat for fish
- Investigate how fish species evolve in the Broads taking into account a more euryhaline fish species mix with new angling opportunities
- Improve the education on the impact to Pike from fishing in warm weather under the “Summer Piking Campaign”
- Ensure the impact on ecology from climate change is defined as the weakest link in the food chain

Progress towards this objective will ensure a number of **strategic national priorities** for angling are delivered at a local level in the Broads area. For more information, see Appendix 1 & 2.

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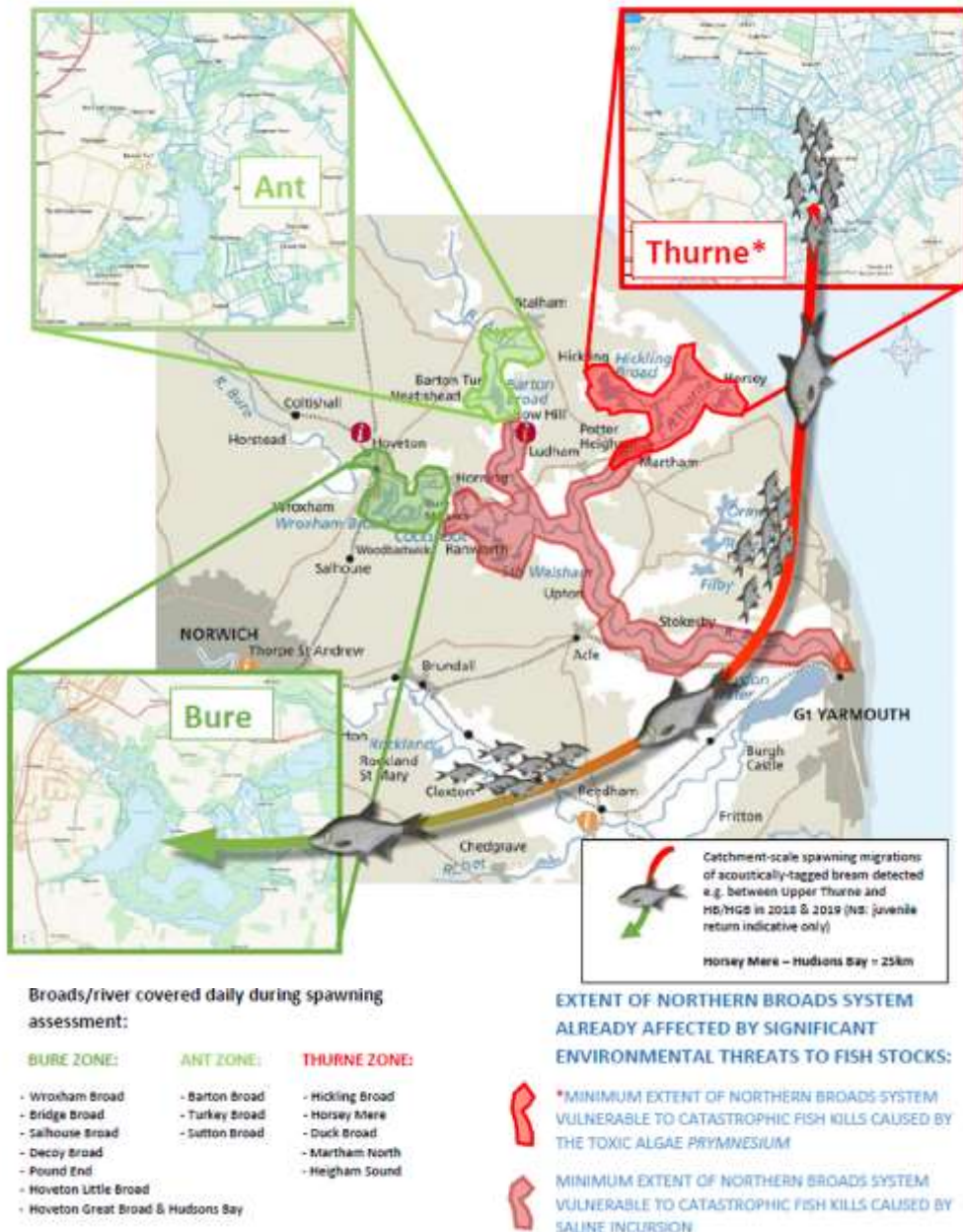
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Angling Engagement – a case study



Hoveton Great Broad Fish Barriers

Whilst on context of a forward looking strategy, its difficult not to reflect on the wider policies of both Natural England and the Environment Agency choosing to ignore sceienific advice and adopt a precautionary approach in the delivery of environmental outcomes on the restoration of Hoveton Great Broad.

Since 2014 anglers supported and worked in good faith delivering on the ground work for the PhD and much rod licence funding was afforded as well as volunteer effort. So its no surprize that anglers passions are running high on this subject.

However BASG and the Angling Trust wish to move forward on the basis of the agreed permits conditions and be part of the Hoveton Advisory Group to ensure appropriate monitoring strategies are in place to give protection to fish stocks going forward.

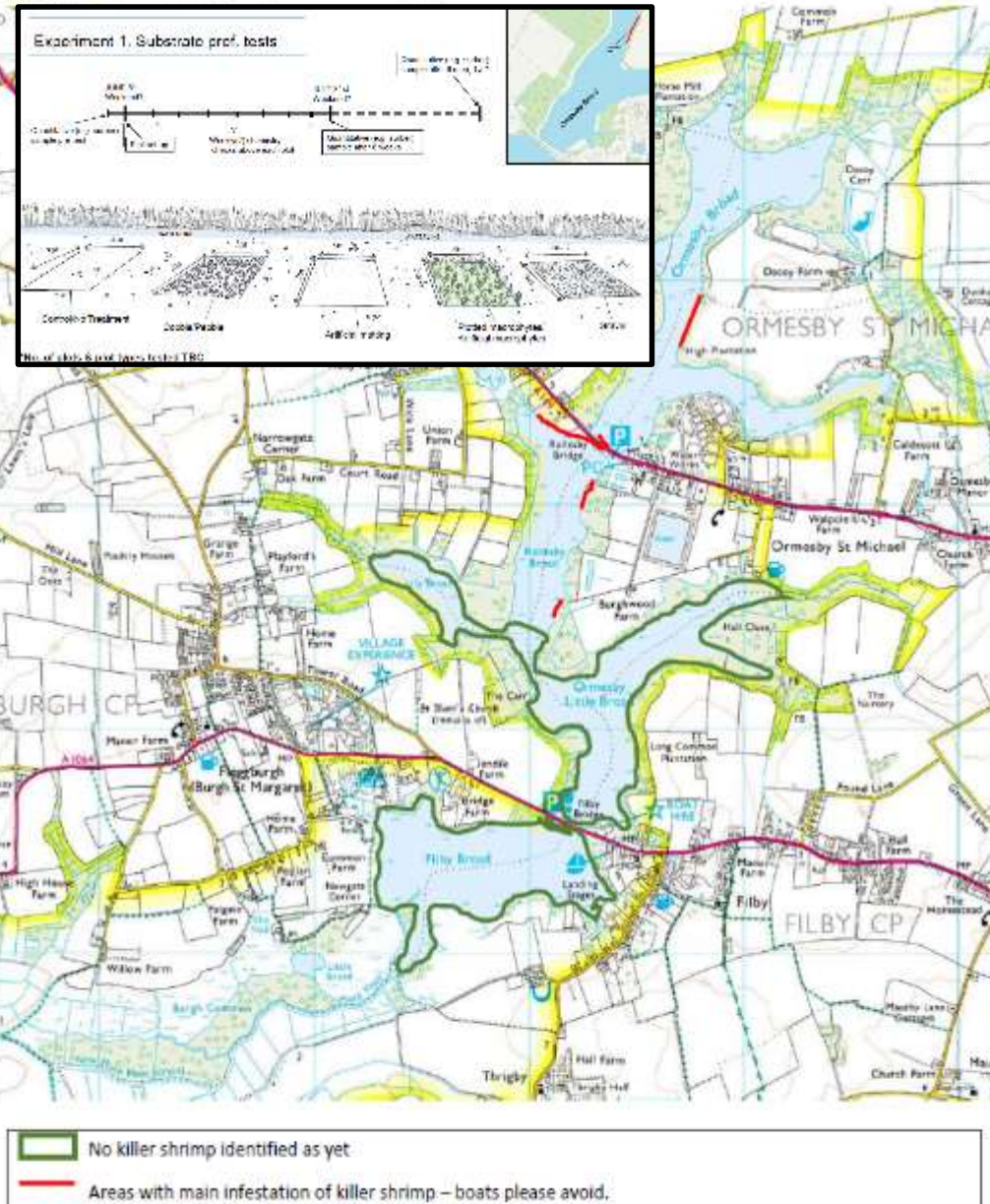
The extensive fish tracking surveys and a jointly funded EA and NE Bournemouth University PhD project demonstrated conclusively it's importance to spawning bream.

Hoveton Great Broad is connected to the River Bure system and the tracking study showed the incredible distances that Norfolk bream would travel each spring to access their spawning grounds - up to 24 kms – much further than previously thought likely. Bream are an iconic Broads species and a popular angling target.

Our strategy is to support bio-manipulation when its impact is constrained and localised. But the Hoveton case has always been about the wider scale catchment impact and something we need to ensure that due process is afforded to any monitoring and mitigation measures.

BASG are now reliant on conditions within the permit and a yet to be agreed monitoring system to assess what impact these barriers will have on successful recruitment and sustainability of the Broads Fishery,, over the next 10 years.

Angling Engagement – a case study



Trinity Broads – Killer Shrimp

Following the discovery of a colony of killer shrimp (scientific name: *Dikerogammarus villosus*), in Rollesby Broad, further surveys have shown some spread across both Rollesby and Ormesby Broads. See map left. These highly invasive, alien shrimp are very damaging to native ecosystems as they predate fish eggs and fry as well as native invertebrates. The Trinity Broads Partnership has introduced a number of measures to attempt to halt the spread of these colonising non native shrimps. Following advice from the NNIS which mainly focussed on changing human behaviours to halt the spread, based on "check clean dry" principles and limiting access to the identified inhabited areas.

BASG partnered with the Angling Trust brought in experts to explore and further understand and mitigation measures in the Spring of 2021. This group identified that insufficient science was available on the underlying impact this aliens has on native ecology and it led to an project being scoped and funding application for applying citizen science on invertebrate monitoring across the Trinity Broads and to undertake a set of experiments on preferred substrates and habitat. See insert. This will be undertaken during 2022 funded through a successful grant application from Essex and Suffolk Water.

It is hoped that from this, changes can be made to slipways and habitat that deter these species from easily establishing themselves from such venues and lakes used by the public. Not just limited to the Trinity Broads, but on a national scale.

Bringing it all together

Venue	Ownership	Club	Weighting	Length	Access	Swims	Stock
Langley	Langley Estate	GYNCAA	6925	2000	900	6000	25
Martham Boat Yard	EA		3750	800	900	2800	50
Postwick	EA		3425	475	950	2375	100
Coldharbour	EA		3000	560	950	2000	50
Woodbastwick Staging	Cator Estates	NDAA	2835	400	800	2000	35
Buckenham	RSPB		2225	500	950	1250	25
Worlingham	EA		2150	240	900	1200	50
Bramerton	Parish Council		2150	300	900	1200	50
St Benetts Bank A	Norfolk AT	NDAA	2050	240	800	1200	50
St Bennetts Bank B Section 1	Norfolk AT	NDAA	2050	240	800	1200	50
Womack Staithe	Parish Council		2000	200	900	1000	100
Parsons Dyke		NDAA	1950	200	900	1000	50
St Bennetts Bank B Section 2	Norfolk AT	NDAA	1850	240	600	1200	50
Coldharbour Bank C	Crown Estates	NDAA	1850	240	600	1200	50
Potter Heigham North	EA		1800	1000	700	1000	100
Coldharbour Bank A	Crown Estates	NDAA	1700	140	900	700	100
Coldharbour Bank B	Crown Estates	NDAA	1700	160	800	800	100
Worlingham	EA		1550	200	900	600	50
Woodbastwick Moorings	Cator Estates	NDAA	1485	100	950	500	35
Barsham	EA		1325	800	500	800	25
Loddon Common	Parish Council		1250	400	800	400	50
Upton	EA		1190	400	280	900	10
Loddon Marina	Parish Council		1190	140	950	140	100

For demonstration only

Looking Forwards

The table left is extracted from our working model to define the locations worthy of supporting sustainable access

Weighting – is a summation of the fields below.

Access - is related to the walking distance from available car parking

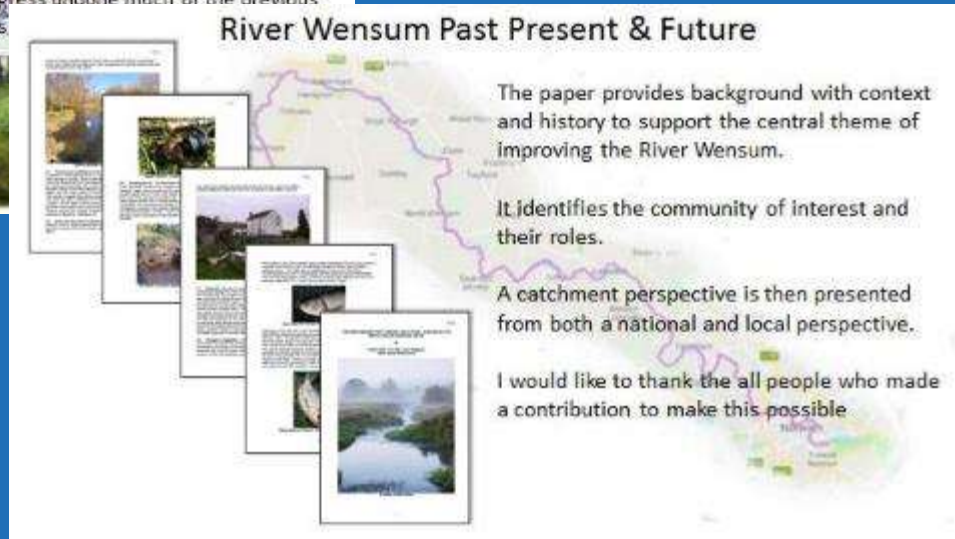
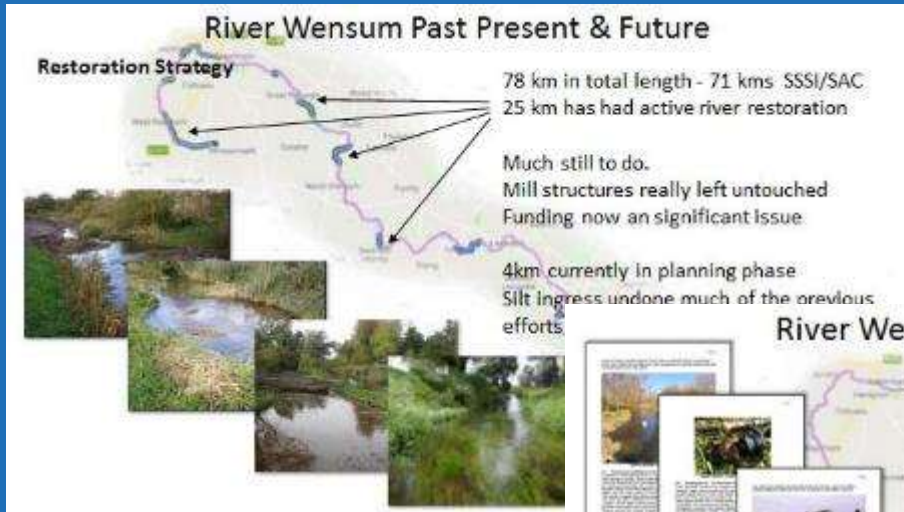
Swims – is related to the quality of fishing pegs / bank and angling value as well as the length available

Stock – is related to the current EA fish survey and estimated fish density per 1000m2

We will engage with a number of working groups to develop a complete listing of all venues, to ensure maximum benefits can be gained from the most beneficial locations

Measuring value and priority

BASG Upstream Working Group



Objectives:

US1: To create a set of forum (s) for anglers to come together to secure the future of our upstream non tidal Broadland rivers.

River Wensum

River Waveney

River Yare

River Bure

Sustaining the Future of the our
upstream fisheries

US1: To create a set of forum(s) for anglers to come together to secure the future of our upstream non tidal Broadland rivers.



To achieve this objective the **Broads Angling Strategy** will:

- Build on existing structures like the Wensum Working Group
- Adoption of new partnerships using the CaBA approach
- Create new forums for anglers to come together to enable focus on particular rivers
- Work in partnership with river trusts to ensure anglers have representation
- Partnership with the EA Fisheries Service

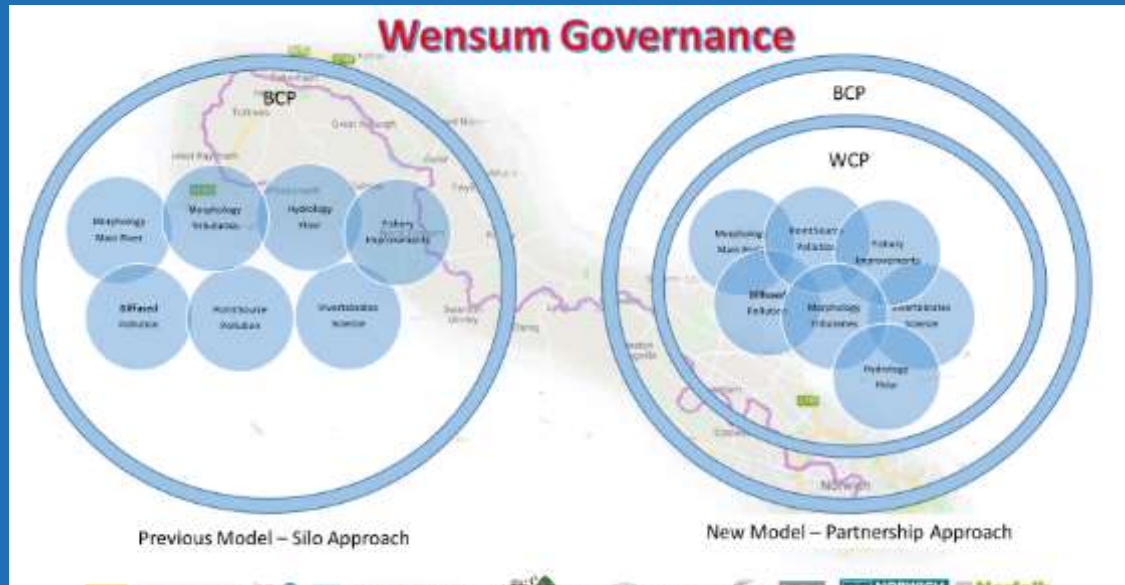
Progress towards this objective will ensure a number of **strategic national priorities** for angling are delivered at a local level in the Broads area. For more information, see Appendix 1 & 2.

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Wensum Case Study



A plan for change

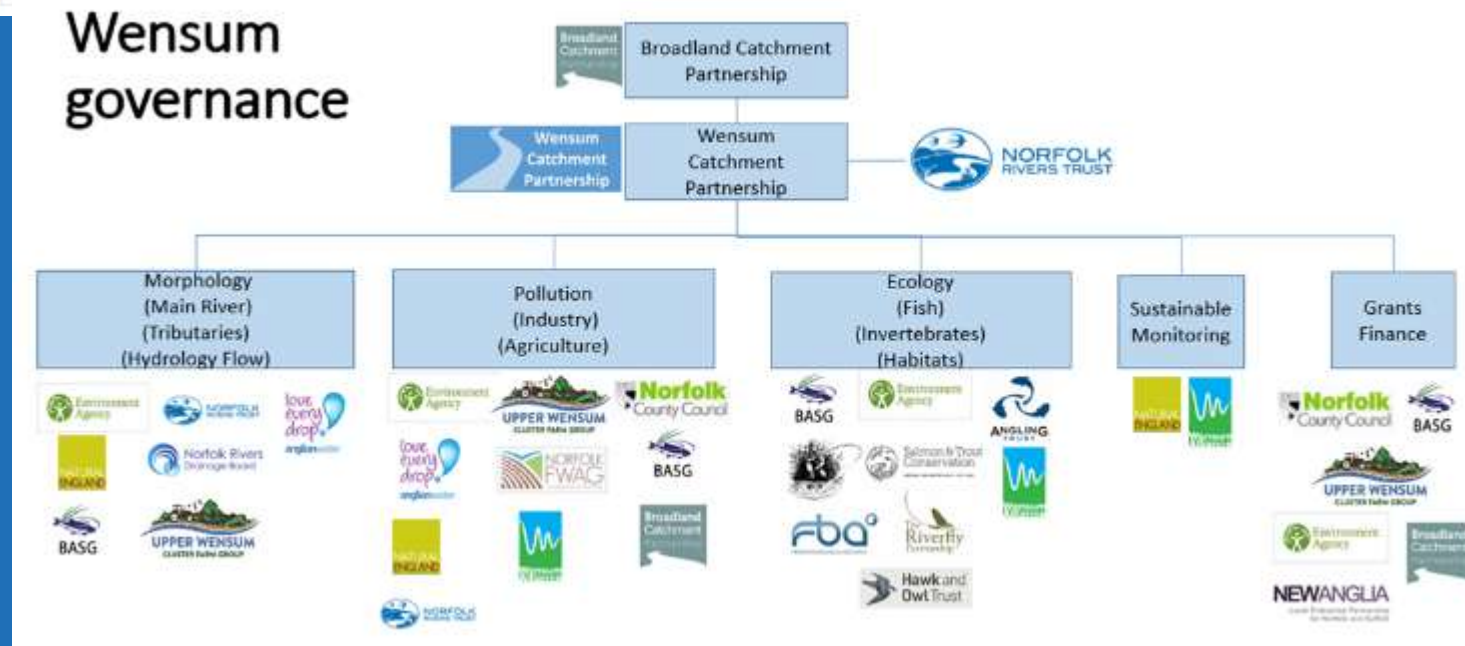
The Wensum is one of England's most iconic rivers, rising in West Norfolk and joining the River Yare in Norwich a distance of some 75 kms.

Over the past two decades many millions of pounds has been spent on consultancy and surveys, but from an anglers and ecology view point little has been achieved through this.

BASG has led a journey from 2017 to create a new approach in how the river is both managed and governed, adopting the national Catchment Based Approach.

There is still lots to do, but with everybody now aligned to a common set of agreed objectives with clearly defined outcomes.

The future is looking bright of this much loved river.



Appendix 1: Links to National Angling strategies and objectives

National Angling 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		✓		

Appendix 2 Linkages to Broads Plan 2022

Broads Plan 2022 Themes						
BASG Objectives	Theme A	Theme B	Theme C	Theme D	Theme E	Theme F
S1					✓	
S2	✓			✓	✓	
S3					✓	
S4				✓	✓	
S5					✓	
A1					✓	✓
A2					✓	
A3					✓	
A4			✓		✓	
A5					✓	✓
A6			✓		✓	✓
E1			✓			
E2						✓
E3						✓
EF1	✓	✓				
EF2		✓				
EF3	✓	✓				
EF4	✓	✓				
EF5	✓	✓				
EF6	✓	✓				
EF7	✓	✓				
US1	✓	✓		✓	✓	✓

Theme A

Responding to climate change and flood risk

Theme B

Improving landscapes for biodiversity and agriculture

Theme C

Maintaining and enhancing the navigation

Theme D

Protecting landscape character and the historic environment

Theme E

Promoting understanding and enjoyment

Theme F

Connecting and inspiring communities

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