



**Broads Angling Services Group**

**Monthly Members Meeting  
Jul 2022**



Six Months since we set out our plans



What we have succeeded



What we still have to complete



What we haven't been successful

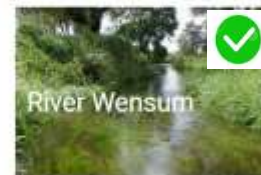
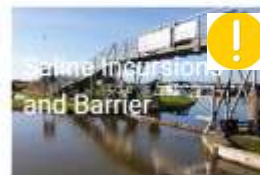
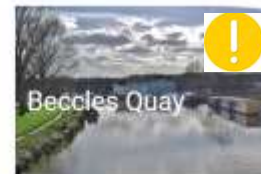
- Landscape Review Consultation Response
- Broads Angling Strategy 2022-2026
- NEIRF application
- EA Asset Disposal
- Clubmate Membership Solution
- Broads Angle 2022
- Hoveton Saga
- Wensum Governance
- Members & Volunteer Engagement
- Line Recycling Bins



# Our Focus

## Our Active Campaigns

Sustaining and improving the Broads – angling's national treasure







Currently with  
Andrew Walters BA



Review Completed with  
Kirk Martham



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

Environment Agency  
Broads Authority  
BASG

- 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 2<sup>nd</sup> Feb
- Notice by June 2022
- **Not Successful**



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



Awaiting on EA Estates



## 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



## 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



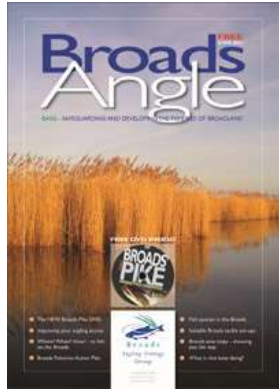
## FOR ANGLERS

- 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



System live in June 2022  
Used for communication only.





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

Funding withdrawn by BA  
Superseded by responsible fishing  
Leaflets.

20,000 Funded through EA

Very well received across the tourism sector  
Potentially opened new partnerships





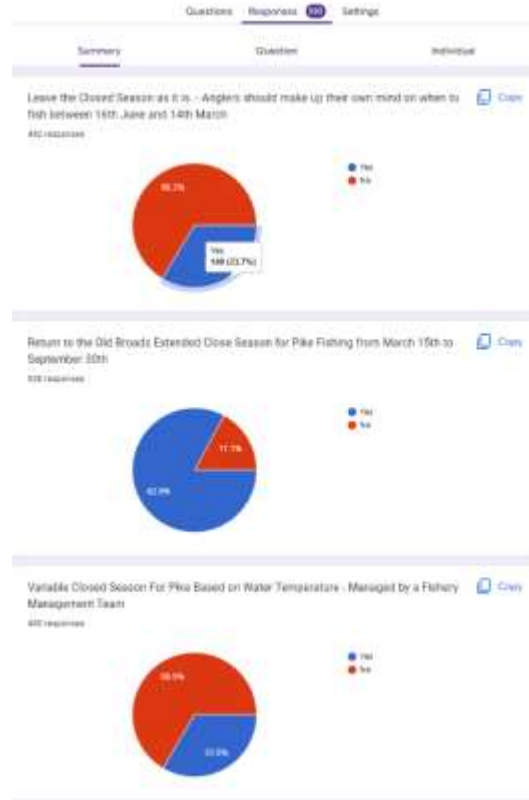
# Summer Piking Campaign



## Broads Angling Services Group



**TO PROTECT PIKE WELFARE  
PLEASE AVOID PIKE FISHING IN  
WARM WATER CONDITIONS**



Significant Social Media presence by BASG

Over 60,000 reach

17,500 direct engagements

Short survey launched last week

But the trend is more people pike fishing this summer than ever

River Yare and Bure Consistently above 21oC for 4 weeks



### Broads Get Fishing

- Oulton Broad Nicholas Everitt Park Agreed for 22<sup>nd</sup> Aug
- Struggling to secure Level II coach
- £1500 grant from AT received last week



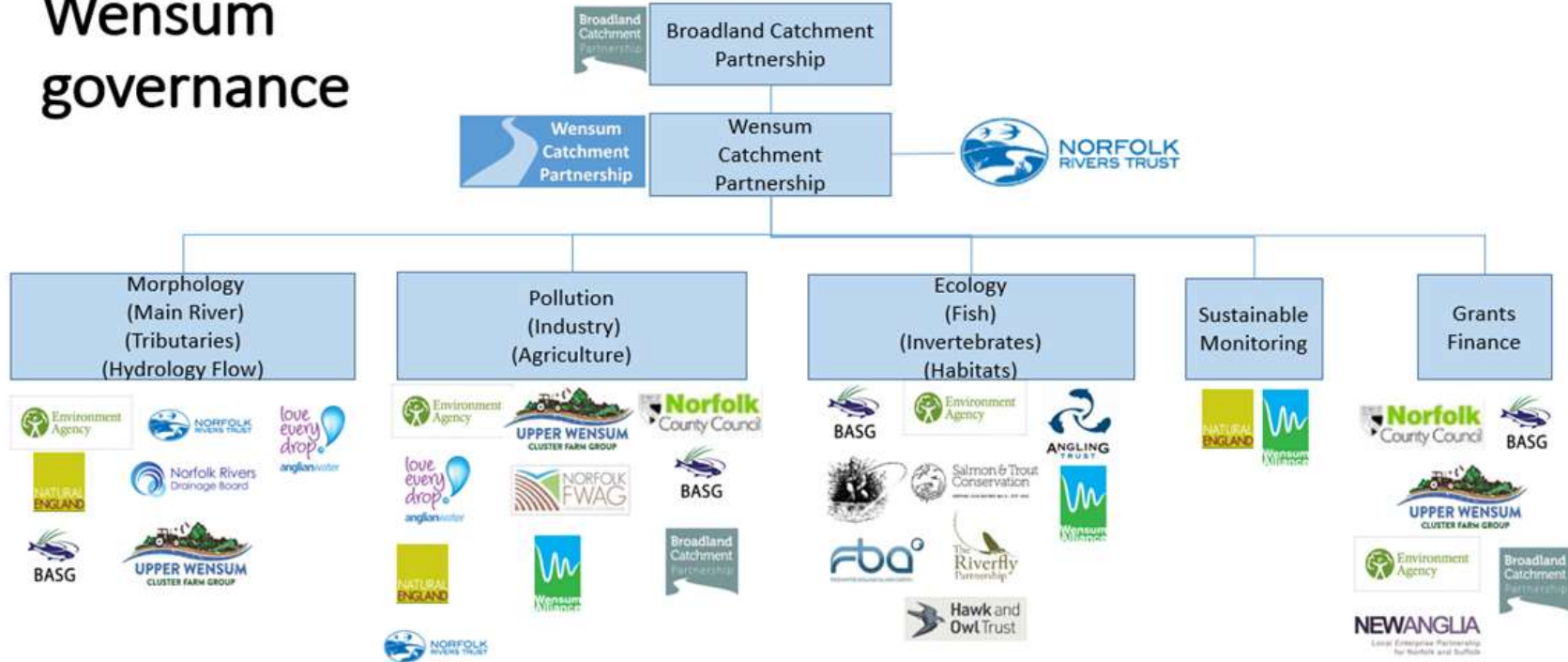


- Permit Granted subject to conditions
- Conditions still not meet
- Both on FRAP and Planning
- No action until Oct-22
- Legal position now agreed
- EA has to declare harm on stocks
- BASG part of the monitoring team





# Wensum governance





## Line Recycling Bins



5 Installed  
29 out for survey

Issues with gaining landowner consents

But we need to reach agreement on who will manage and empty the Bins?





Significant Issues at Martham Boat Yard

Owner has proposed to BAN all angling

Caused by threatening behaviour by one Angler

Do we need to nip this in the bud?

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# Concept of the Salinity Sensor Network

## Overview

The equipment comprises three main aspects:

- Sensor(s)
  - Communications (Radio Mesh)
  - Background data gathering, processing and hosting
  - Need defined within Broads Futures Report on lack of salinity data
  - Proof of concept funding agreed with WfT
  - BASG Member Simon Salter leading on this
  - Final technical specification defined by end of July.
  - Scalable solution with multiple Sensors all throughout the Broads
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We had plans for the Significant funding through  
This was for £100,000 over 18 months.

We actually applied for nearly £3m in grants without  
Success.



We have ended up with:

- £750 Environment Agency FIP for Leaflets
- £750 Love the Broads for Line Recycling Bins
- £500 Post Code Lottery for Line Recycling Bins
- £1500 Angling Trust Get into Fishing Grant

Plus

- £10,000 WfT Wensum Grant
- £9,800 BCP Wensum Roach PhD



## Kelvin's view of moving forward

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## Who are Broads Anglers?

### Local Anglers

Evidence is strong that local anglers are around 1500 in number.

### Visiting Anglers (Tourists)



**The Broads**  
STEAM Tourism Economic Impacts  
2014-15 Review  
Summary

Based on evidence from surveys staying tourists are 1.19m.  
But how many fish?

The local anglers may be vocal in their opinions, but contribute little to the sustainability. Whilst the visiting angling just doesn't understand or contribute.

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Based on visitor volumes from



**The Broads**

STEAM Tourism Economic Impacts  
2014-15 Review  
Summary

It uses the following assumptions

| Visitor Numbers    |   | Serviced | Non-Serviced | SFR   | Staying Visitors | Day Visitors | All Visitors |
|--------------------|---|----------|--------------|-------|------------------|--------------|--------------|
| 2015 (Millions)    | M | 0.148    | 0.869        | 0.176 | 1.193            | 6.248        | 7.441        |
| 2014 (Millions)    | M | 0.160    | 0.898        | 0.174 | 1.232            | 6.545        | 7.777        |
| Change 14/15 (%)   | % | -7.5     | -3.2         | +1.1  | -3.2             | -4.5         | -4.3         |
| Share of Total (%) | % | 2.0      | 11.7         | 2.4   | 16.0             | 84.0         | 100.0        |

Takes the annual participation numbers from 1.193

Assumes a take up 50%

Assumes 33% of these, participate in angling whilst in the Broads

Potential target figure of  $1.193 - 50\% - 33\% = 197\text{k}$  angling visits

Potential target figure of 1.193 – 50% - 33% = 197k angling visits (best case)

Potential target figure of 1.193 – 25% - 25% = 75k angling visits (worse case)

What % of these currently have an EA Rod Licence?

Potentially use IT to link into the National Rod Licence database

Potentially Broads Visitor Permit would include a weekly EA Rod Licence if not in the system

Electronic purchase directly from Broads Permit

(Potential option to be developed into Clubmate Membership system)

Revenues Permit Cost £30 (week)

EA Rod Licence additional sales 12% of purchases (£12)<sup>[1]</sup>

Broads Fishery Permit accounts to £5.3m per annum (Best case)

Broads Fishery Permit accounts to £2.0m per annum (Worse case)

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[1] Evidenced by local EA Bailiff





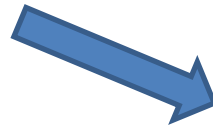
Visitors  
Staying

1.19m Spend - £365m

Visiting Anglers

75k-197k Spend £23-£60m

Current Model



Future Model (Best and Worse case)  
A 8% visitor spend increase

Fishery Revenues  
back to the Broads

£150k<sup>EA</sup>

Introduce  
Broads Permit

£2m-5.3m + £100k-£300k<sup>EA</sup>

Fisheries Isolated from  
The Conservation Agenda

New Revenues places Fisheries  
at the Heart of  
The Conservation Agenda



How could this work?



We should look to the Dutch for a solution that works.

They have through the 3<sup>rd</sup> sector groups known as VBC's "Fish stock management committees"

In a VBC, recreational fisheries and professional agencies work together with the statutory agencies on the management of the fish stock, the fishing water and the fishery. In some areas, nature managers and recreation boards also participate in the VBC.

This just doesn't exist in the Broads.

Could we could form a new body effectively a VBC for the Broads, which would bring those mentioned above plus the key tourism sector who benefits from the Fishery.

But how would this fit within the existing (Seemingly Anti Fisheries) Conservation lobby?

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