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**'The Social and Community Benefits of Angling  
Research**

**Angling Trust Board**

**June 22<sup>nd</sup> 2010**

# The Research Project

## *Big Lottery Fund research programme:*

- To **produce and disseminate** research
- To **influence** policy and practice
- To **develop** better services

## *Why is it Important to Angling?*

- **Evidence based** policy and activities
- If we want to **protect, fund and change**, we need the evidence!
- Providing evidence of **angling's benefit**
- Existing gap in angling compared to **other sports/activities**
- The '**hidden**' nature of angling
- **National development** – AT, ADB, ADDBS

# The Key Questions

## 3 Core Issues:

### 1. Angling Participation

What is it? / How do people participate in it?

What benefits do they get?

What benefits can communities get out of it?

### 2. Young People and Angling

How can angling benefit young people, especially disadvantaged?

How does angling approach YP work?

### 3. Angling and Rural Communities – Assynt Case Study

What role does angling play?

How can it benefit, including tourism?

What tools can help rural communities derive more benefit?

# Progress and Outputs

- **Half way point: 2009-2011**
- **Advisory Group – staying in touch with angling**
- **Interim Reports published and available – some key issues emerging**

**Second year of data collection – HELP NEEDED!**

**Websites:** [www.anglingresearch.org.uk](http://www.anglingresearch.org.uk) ,  
[www.assynt.anglingresearch.org.uk](http://www.assynt.anglingresearch.org.uk)

**Press coverage for angling benefits**

**Developed new tools for angling:**

- Mapping
- Presenting accessible data
- Plings! – National Fishing Month
- Research Resources Website

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# Collecting data – publicising tools

**i) Comments on Participation – personal benefits**

**ii) Information on angling projects/clubs**

- **General (e.g. environmental)**
- **Young people**

**iii) Young People's Survey**

**iv) Assynt Survey**

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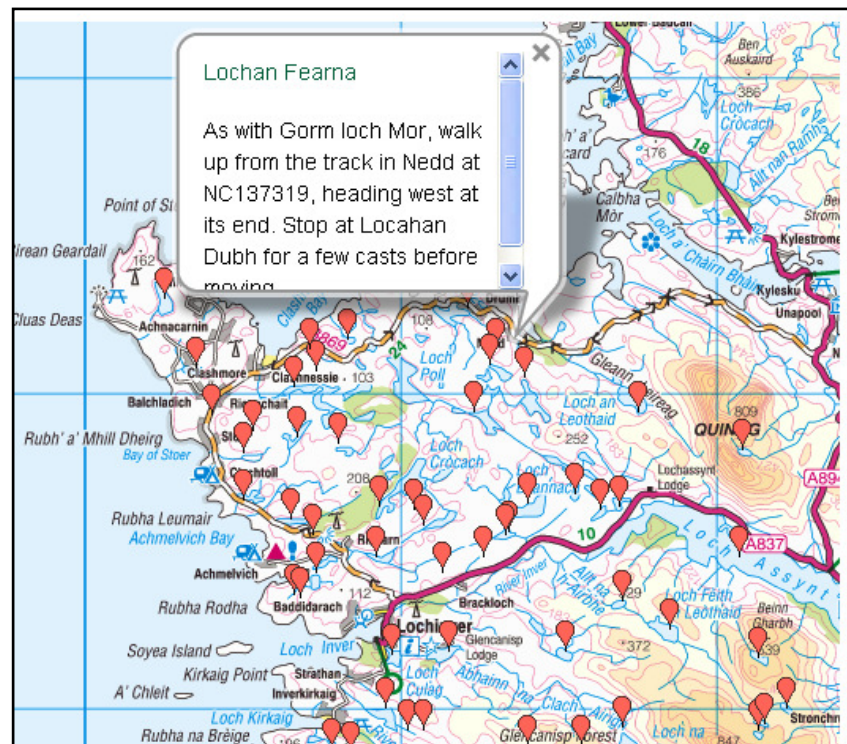
# Using web based tools

## e.g. Mapping Tool

[www.assynt.anglingresearch.org.uk](http://www.assynt.anglingresearch.org.uk)

### Features

- OS OpenSpace online maps
- Providing Information, generating comments
- Suitable for rural areas
- Applicable to range of angling scenarios



# Visualising data - feedback

## Anglers' Other Activities



Count: club (26), writing (21), making (13), committees (11), website (11) [...] youth (3).

# Mapping Visitors





# End of Project Outputs

- **Final Report + individual reports**
- **Conference**
- **Research Resources website**
- **Angling Plings**
- **Influencing policymakers and angling**
- **Best practice guides – eg:**
  - Youth work
  - Angling development in rural areas
  - Funding
- **Research papers**
- ...

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