

# New National Angling Strategy aims to get more people fishing

The [National Angling Strategy](#) (2019-2024) was launched today by Environment Agency Chair Emma Howard Boyd, with members of the angling community, and representatives of the Angling Trust at Get Hooked on Fishing's Northala Fields venue in Northolt, West London.

The strategy will be implemented by a new partnership body – the National Angling Strategy Partnership Board, coordinated by the Angling Trust with representatives from the Environment Agency, Angling Trades Association, Get Hooked on Fishing and Canal and River Trust.

The strategy was developed by technology and research company Substance after widespread consultation with the angling community and using feedback from the national angling survey that was conducted in 2018 which received 35,000 responses. The responses included the need to make more information available on where and how to fish and the need to emphasise the mental health and physical fitness benefits of fishing.

Environment Agency Chair Emma Howard Boyd said:

The National Angling Strategy aims to get more people out to experience angling – because we know that getting outdoors and experiencing nature is good for health and wellbeing.

I'm really pleased that the Environment Agency is working with partners and anglers on this exciting vision for growing the sport and delivering the best possible angling experience in England.

## **Aims and Objectives of the National Angling Strategy**

- Objective 1 – Develop awareness and knowledge of angling. A marketing campaign, backed by research, with new information on how and where to fish.
- Objective 2- Increase participation in angling An increase in angling participation by 2024 and increases in females, young people and BAME communities taking part.
- Objective 3 – Develop social benefits through angling An increase in people getting physically active through angling, delivery of angling for health programmes; and an angling volunteer programme.
- Objective 4 – Develop Sustainable Places to Fish Involve anglers more in environmental improvement work and science, develop more local and accessible places for people to fish and develop more community waters.
- Objective 5 – Increase Angling's Economic Impact Deliver a trade-backed market development plan, new funding for developing the angling sector and tackle shop and angling tourism support.

- Objective 6 – Understand angling data and evidence Develop an angling research programme to inform future actions, stakeholders and angling commerce interests, and to evaluate the strategy's success.