

Angling Unity

Features/Benefits

The concept of a united body to represent all anglers is not new, but with your support it could become a reality. We are working hard to create a single, professional, modern organisation which will stand up for millions of anglers in the UK. The new body will fight the many threats to our sport, including: pollution, over abstraction, fish disease, poaching, commercial overfishing and predation. It will offer a really attractive membership package to individual anglers and provide services to its member clubs, fisheries and riparian owners. Some of the things the new organisation will do for anglers are listed below. We'd like to hear what you think about these ideas and any other things you would like to see on the list.

Strength in Numbers

- [More Influence](#) – A single unified body representing and catering for the requirements of all anglers will make it much more difficult for Government, the Environment Agency, Sea Fisheries Committees and other national and regional public bodies to ignore our needs and aspirations.
- [Countering Negative Publicity](#) – A unified body will be better placed to establish a single publicity unit that can positively and quickly answer any criticisms and counter any anti-angling propaganda.
- [Eliminating Uncertainty](#) – With a number of separate organisations each aiming to provide a range of services to their sector of the market there is confusion and uncertainty both within and outwith the sport as to who does what and which organisation is the best one to join. A unified body would eliminate those uncertainties by providing a one-stop-shop for all angling.
- [Eliminating Duplication](#) – Again, with several organisations all competing with each other to satisfy the anglers in their particular branch of the sport, it is inevitable that there is duplication of effort in many areas. A unified body will eliminate these duplications and thus provide anglers with better value for their money.
- [Sustainability and Growth](#) – A unified body that has more influence, is better placed to counter negative publicity, and eliminates uncertainty and duplication will be more sustainable. In turn this will lead to real growth to the benefit of everyone connected with angling, whether that is the individual on the bank side, a club, a fishery or the tackle trade.
- [Local Representation and Involvement](#) - The unified body will be able to bring together the many individuals and organisations which work for angling at a local level into regional structures which will help anglers overcome some of the problems they face, while at the same time providing an efficient mechanism to flag up regional issues at a national level.

Environmental Protection

- [Guarding our Fisheries](#) – Despite all the environmental protection legislation, our nation's fisheries continue to be threatened by pollution, over-abstraction, land drainage, disease and excessive commercial exploitation. A unified body will be much better able to ensure that proper attention is paid to focussing efforts towards eliminating these threats. The aim will be that a healthy natural environment supporting healthy fish stocks is a central objective for the Government and its agencies.
- [Angler Involvement](#) - Anglers have long been recognised as the 'eyes and ears' of the water environment and yet they have never had an effective, single national voice. Angling and the fisheries on which it depends have been marginalised in determining policies on abstraction, access, conservation, the Water Framework Directive and water recreational strategies. A unified body will clearly communicate anglers' views and will stop the government using 'divide and rule' tactics.

Membership Services

- [Insurance](#) – Currently, there is a range of insurance schemes offered by several separate insurance brokers to anglers, clubs and fisheries through the individual angling bodies. A unified body would be able to negotiate better discounts than are available through the separate angling bodies. It would also be possible to tailor policies to the specific requirements of the sport.
- [Member benefits](#) – Indeed, the new body will have much greater buying power to negotiate discounts for a wide range of products and services which will make it an easy decision for anglers and clubs to pay their annual subscriptions.
- [Legal Services](#) – However much we hope it will not happen, it is inevitable that sooner or later, either as individuals, clubs or fisheries we will run into problems for which we need professional help or advice. These could range from simple disagreements between an individual and his/her club, disputes over tenancy arrangements or access rights, to catastrophic pollution events. A unified body will consolidate the separate legal services, currently available through the different angling bodies, to create a one-stop-shop staffed by qualified professionals who can respond quickly and positively to all calls for help or advice.
- [Information](#) – A unified body will be better able to support a professional marketing department that maintains an up-to-the-minute website and produces regular magazines and e-mail updates for distribution to members on a wide range of topics and issues relevant to the sport.

Sports Development

- Despite its superior numbers, over the past 30 years angling has lost its dominant mass-market appeal. This has led to angling clubs struggling to maintain membership numbers and many long-established clubs have ceased to exist because their income was insufficient to pay the rents for the fisheries that they had leased for many years. Yet, over this same period, other sports have grown and flourished. The progress already made by the Angling Development Board in re-connecting angling to the sporting networks indicates the way forward. A unified body will embrace and support the ADB to ensure that advice and assistance is available to clubs, branches and fisheries at a regional level in a way that enhances their efforts to put angling back at the centre of their local communities.