

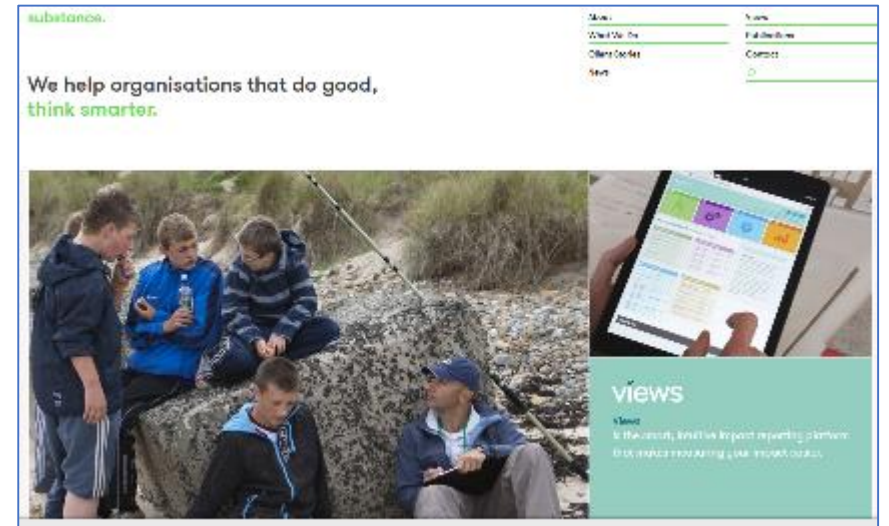
# The Social, Economic and Environmental Benefits of Angling

Dr Adam Brown  
Head of Research, Substance  
[www.substance.net](http://www.substance.net)

RecFish: Marine Protected Areas and recreational fisheries:  
*Sustainable management and benefits*  
European Parliament, Brussels, 9<sup>th</sup> October 2017

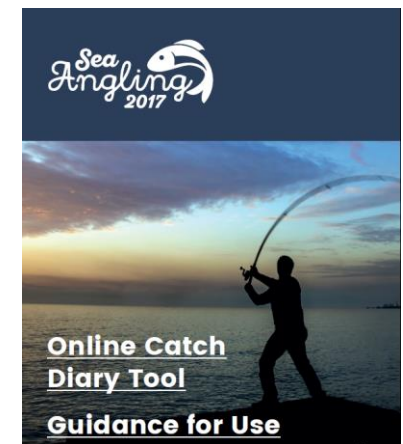
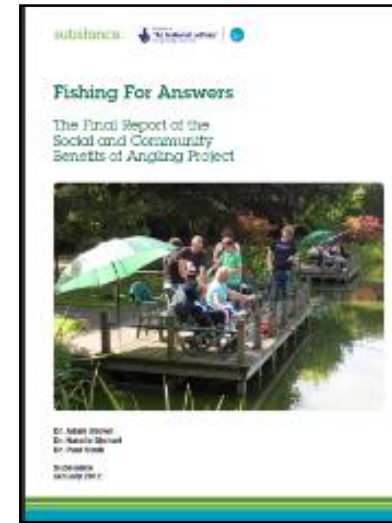
# Background

- Substance – social research company
- Angling Research
  - Social/community, economic, environmental
- Working with:
  - UK Government, Cefas
  - Angling federations
  - Community organisations and anglers



# Research

- *Social and Community Benefits of Angling* (BLF 2009-2012)
- *National Angling Survey 2012* (29,000 anglers)
- *Sea Angling 2012, 2016*
- *Sea Angling Diary Study, 2017/18*
- *Angling Insight Research 2015*
- Localised studies (rivers trusts, rural areas)



# Social

## Sporting Activity

- Gets inactive **active**
- Long **duration** – **5.5-7** hours sea angling
- Activity levels - **17% high intensity**  
24% moderate in sea angling

(Brown *et al* 2012b, 2012c)



## Youth development:

- Personal and social development
- Raising education attainment
- Diversion from crime

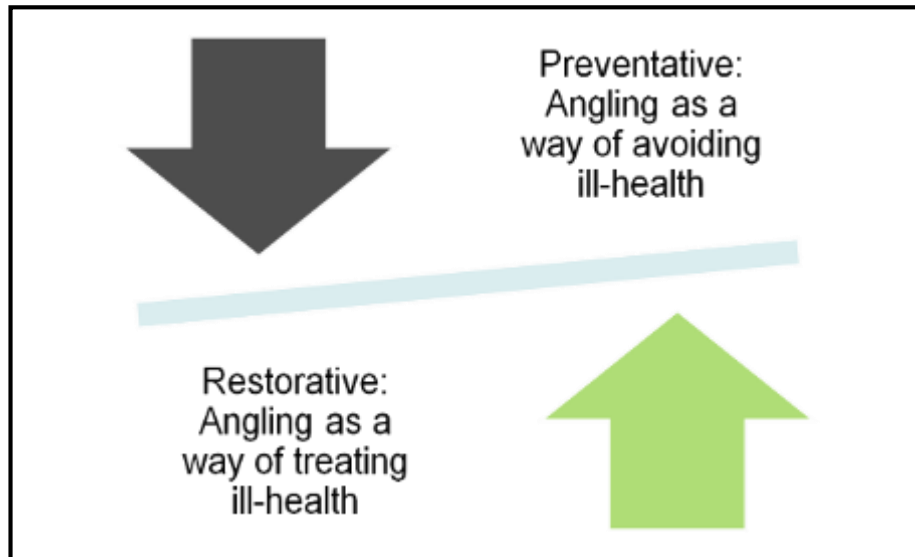
(Djohari, 2012)



# Health and Well Being

## Health

- Restorative
- Preventative

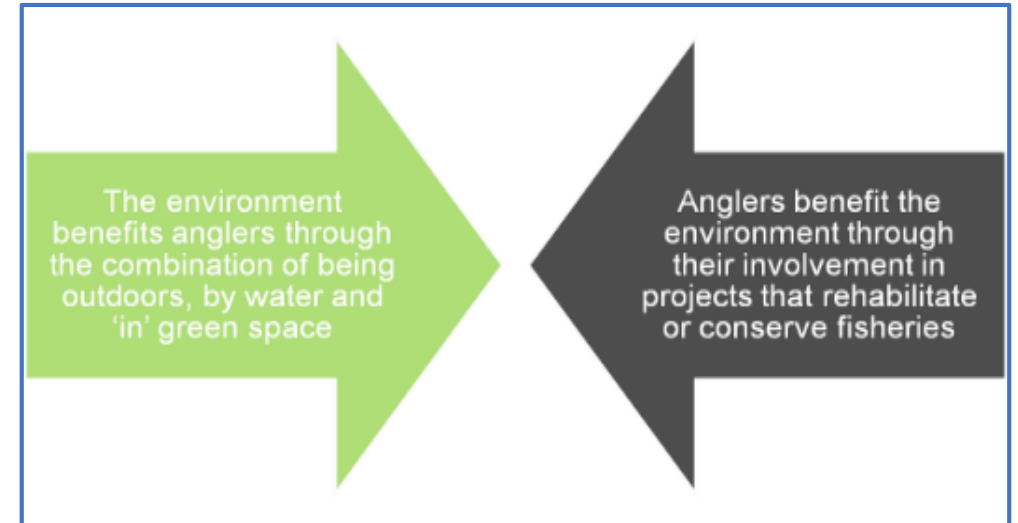
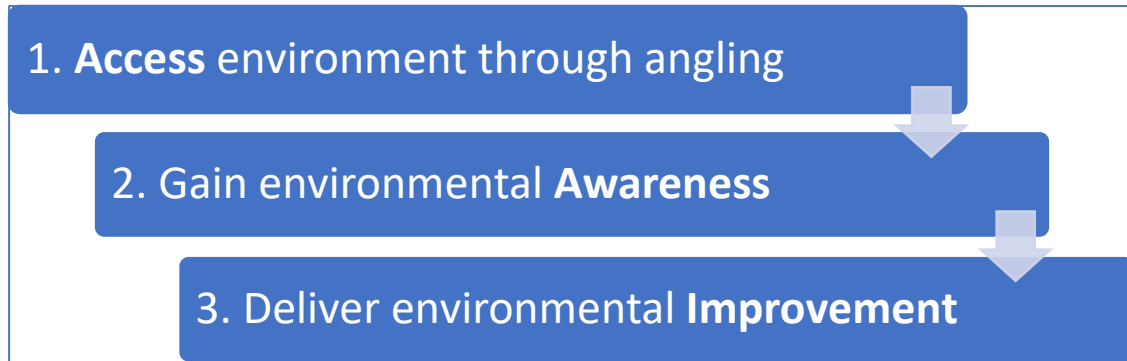


## Well being

- 40.5% 'relax and de-stress' most important motivation (Brown 2015)



# Environmental



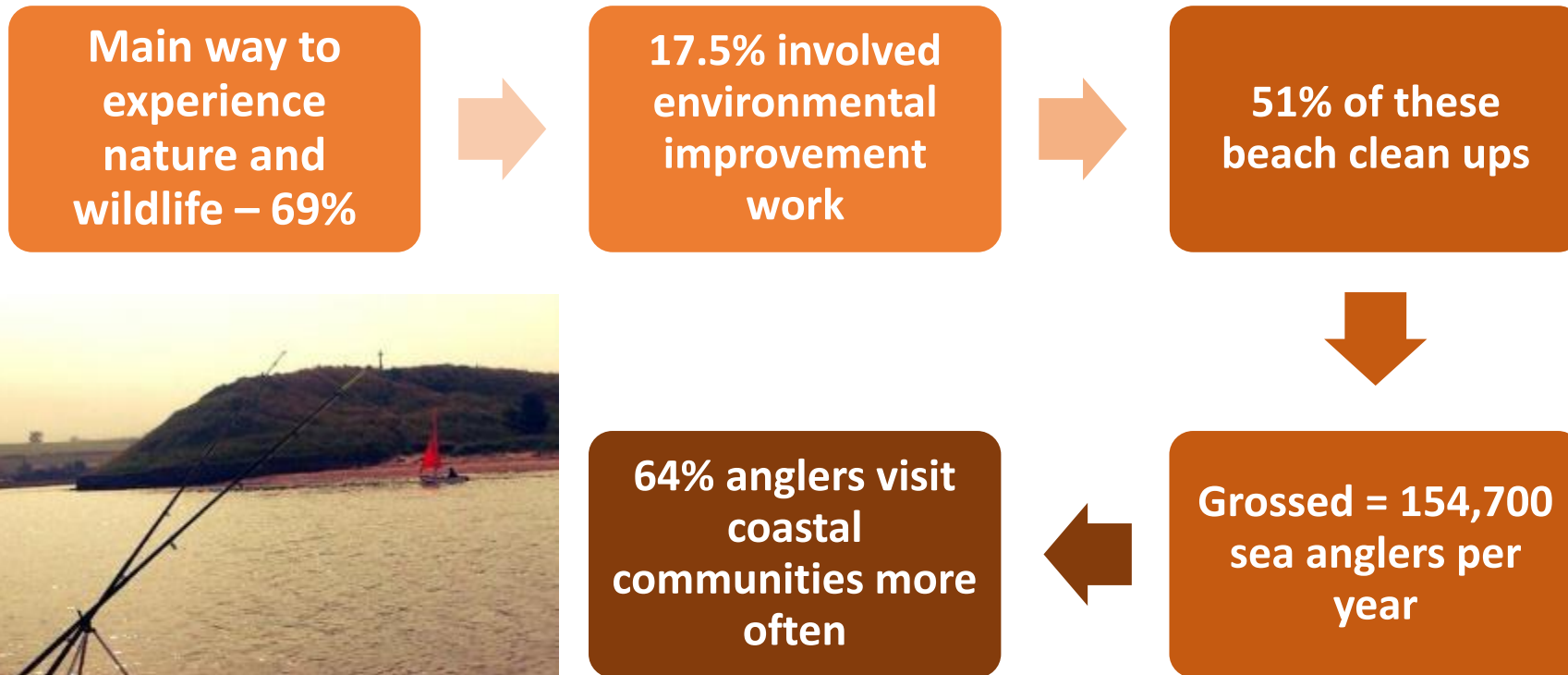
## Participation in **environmental improvement**:

- Sea Anglers: **17.5%** (Sea Angling 2012)
- All anglers: **24% to 27%** (FFA; Copeland et al)
- **26%** anglers would like to volunteer (NAS)
- Motivated by **'putting something back'**

(Brown et al 2012a, 2012b, 2012c; Stolk 2012; Copeland et al, 2017)

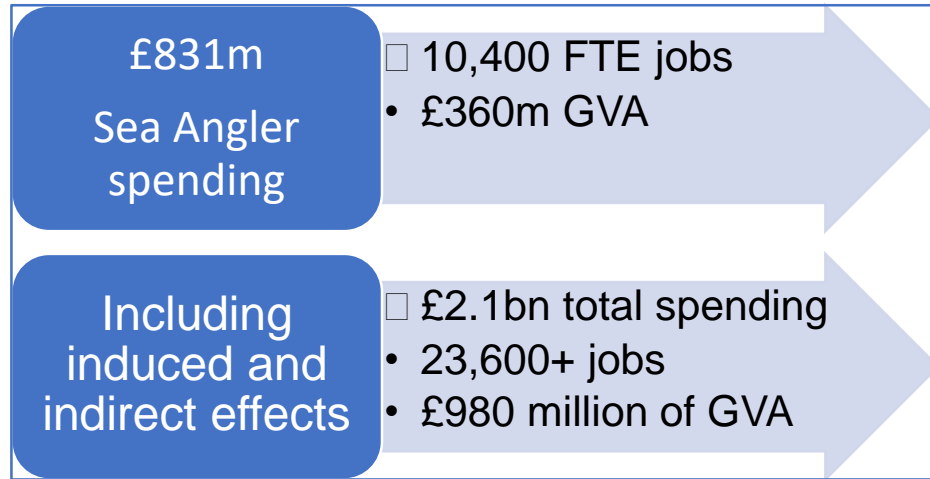


# Benefiting Coastal Communities (SA2012)



# Economic

## Sea Angling 2012 (England)

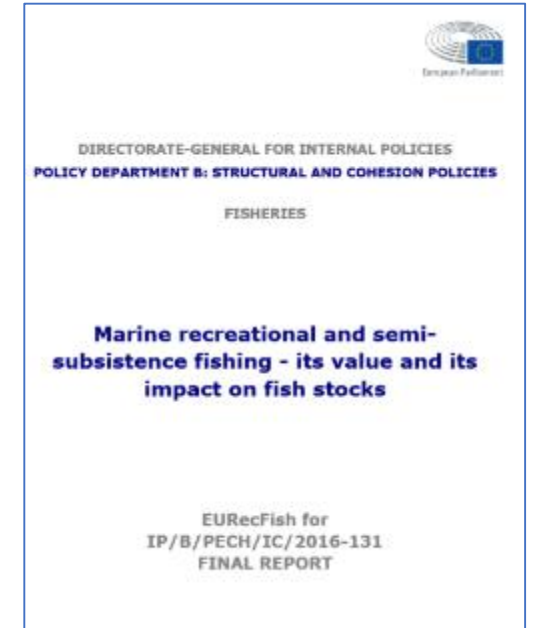
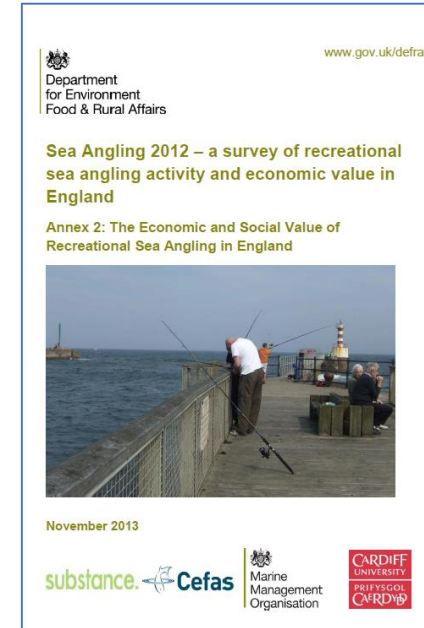


## Sea Angling 2016 (UK)

Sea Anglers	2016
Average annual trip spend	£76.47
Av. annual major item spend	£1037.47

## Freshwater (Eng and Wales)

£1.2 bn expenditure; 37,386 jobs (Radford et al (2007))



## EUecFish Report (Europe, 2017)

- 8.7million anglers
- Expenditure - €5.9bn
- €10.5bn GVA
- 100,000 jobs



# Economic: Tourism / Rural

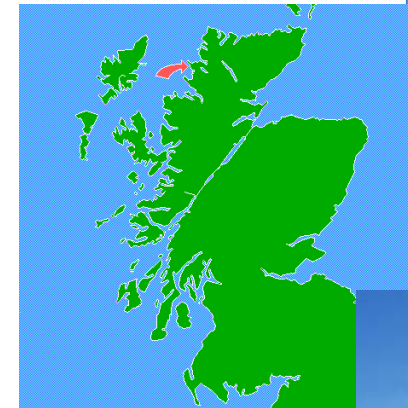
## Benefits to coastal communities

- **Large variance but 1-4,000 angling trips = 1 FTE**

Site	Overall average (£)	Day visitor (£)	Overnight visitor (£)
Deal	46	45	54
Liverpool	44	39	145
Lowestoft	36	27	140
Northumberland	37	22	135
Weymouth	167	75	380

## Remote rural areas: Assynt, Northern Scotland

- Remote rural community of >1,000 inhabitants
- Between **£887,000** and £1.1m **economic contribution**
- A Gross Value Added of **£345,840** - £432,300
- Employment impact of between **25 and 31 FTE Jobs**  
(Brown, 2011)



# Thank you!

[adam.brown@substance.net](mailto:adam.brown@substance.net)

[www.substance.net](http://www.substance.net)

[\*\*www.seaangling.org\*\*](http://www.seaangling.org)

