

ANGLING SCOTLAND LIMITED (ASL)

Point Brief for SFCA members,

This brief would have been presented at the SFCA AGM, 19 March 2020

This is a strategic-level overview.

Background to Angling Scotland Limited:

Overarching shell body formed around 4 years ago as part of angling governing bodies' partnership with Sport Scotland - **sportscotland** which wanted to deal with one organisation for angling.

ASL is the Chairs of:

Scottish Federation for Coarse Angling

Scottish Federation of Sea Anglers

Scottish Anglers National Association

Plus

An Independent Chair

A Marketing, Branding and Communications Director.

ASL is an ambition - it is 5 people. All are volunteers with already busy jobs. A Finance Director is sought and we are keen to add Change Management experience to the Board

Challenges:

We are not sure that the status quo for our constituent organisations is sustainable in terms of current membership, available skills and succession planning

Volunteer man/woman-power is scarce

There are multiple pressures on the angling environment

We are aware of divisions in Scottish angling administration - no corporate view from the angler - cf RSPB

We are no longer supported by **sportscotland** and are planning to be a wholly voluntary organisation in the short to medium term.

In this short term we need to be able to fund our transformation, our legal obligations and our ambition.

We need to overcome membership-phobia - persuasion, perceived or actual benefit, perceived or actual value for money for members.

We seek to balance needs of recreational anglers, professional instructors, volunteer and paid coaches and highly skilled, national and international-class competitors.

We seek to eradicate duplication of effort.

Our Ambition for Angling Scotland Ltd:

We recognise this opportunity to shape our own future.

We aim to promote Angling Scotland Ltd as a multifaceted membership organisation with choice of membership options to suit all angling interests.

We aim to allow members to choose where their membership payment will be used, whether in support of a specific branch of angling or more generally into angling-related environmental work.

Membership structure to be agreed by ASL and SGB Boards

SGBs (SFSA, SFCA and SANA) will retain responsibility for the elite and other competitive sport elements of angling in their respective disciplines.

We aim to have a unity of output - strength in numbers - to present an anglers' united front.

We aim to have a greater focus on the environment, noting the challenges we face in climate change and water quality management.

We aim to root out duplication of effort and bureaucracy.

We aim to Protect and Promote - the angling environment and the skilled pastime and sport of angling.

We aim to hone our relationship with Angling Scotland Media to inspire and encourage anglers.

We recognise that this ambition must be wholeheartedly supported by Sea, Game and Coarse anglers and their current sport governing bodies.

Our Wish to work with Marine Scotland (MS):

We have submitted a brief to MS and would welcome discussion with them as to their vision of our role in working with them.

We would welcome any consideration of financial support from MS as we, in turn, support the angling environment and represent the views of thousands of Scottish anglers.

We are particularly keen to support re-engagement with anglers and angling clubs to garner support for our vision but lack the capacity and finance to do so.

Recognising and supporting the value of angling as a mass-participation pastime, encouraging individuals to take moderate exercise, in the open air, while recognising the importance of a natural, clean, cared-for environment.

We would wish to discuss MS involvement in and support of a programme of work to facilitate the foregoing.

David Ogg

Independent Chair
Angling Scotland Ltd

Annex:

Expanded Aims

Annex:

Expanded Aims

Promote:

A single platform for the development and promotion of Angling in Scotland

Best practice in conservation and protection of wild life

Angling as an outdoor pursuit and a reason to 'visit Scotland'

Development pathways from grass roots to world level competition

The route for people who'd like to teach angling to others

Carefully selected partners to drive environmental and conservation action

Increased participation in angling - reach new audiences

And inspire marine awareness

Protect:

Access to angling for everyone

The development and sustainability of our fisheries

And, where necessary, initiate sustainable action to help protect our environment

Young and vulnerable people who wish to take part in angling

And enhance Scotland's reputation as a force in the competitive angling scene