



**Cyfoeth
Naturiol
Cymru**
**Natural
Resources
Wales**

Briefing Note: Fishing Passport

Promotion of marketing opportunities for Welsh fisheries via the All-Wales (Wales and Marches).

**NRW Fisheries Team
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INTRODUCTION

Promotion of angling opportunities is an important part of sustaining our fisheries. One of the key barriers to more anglers fishing is access to current information allowing them to easily search and find fishing opportunities. This initiative will improve access for anglers to club membership, and to weekly and day tickets.

The current proposals for new fishing controls for salmon and sea trout is a response to the poor levels of these stocks in most parts of Wales. However brown trout fishing and, where they exist, grayling fishing is generally very good. Some associations and clubs have suggested that reducing membership and declining revenue over recent years may be made worse by the proposed new controls. However effective promotion of opportunities to access fishing can help address these issues. It is also important to maintain economic and tourism interest in Welsh fishing to support the recovery of fisheries.

NRW has therefore facilitated a new initiative with Afonydd Cymru that seeks to help address this by improving information, contacts, awareness and ease of access to fishing opportunity.

This will be funded by NRW and managed through the successful Passport system that enables fishery owners, clubs and associations to promote greater access to their fisheries.

THE PASSPORT

The Passport scheme is a safe, trusted and well established online booking and information system for all types of fishing. It offers the opportunity to market any kind of fishing in Wales and the Marches. This includes streams, rivers, ponds and reservoirs and any species: brown trout, salmon, sea trout and coarse fish.

The Passport allows any subscribing owner, club or association to offer their fishing to anglers, whilst always retaining control. They will retain the right to block out days, change prices, availability and even to withdraw their fishery from the scheme at any time.

The system also allows anglers to share their experiences of each fishery, good or bad (though edited before display). This is a valuable information source for other anglers deciding where to fish but also for owners in determining how they can improve their fisheries.

Fishing charges are collected by the Wye and Usk Foundation and sent quarterly to the owner or club, minus a commission to sustain the administration of the scheme. The scheme already has a large but expanding database of some 23,000+ anglers and links with accommodation providers and other associated services such as guides, tackle shops, fly tiers and so on.

During the fishing season, monthly reports are published online for coarse, salmon, sewin and trout/grayling and notification is made via an e-newsletter. This is augmented by regular E-news advertising specific fisheries, announcing newly participating beats and events.

Day, weekly and season ticket bookings are made online or through the manned office which also gives advice and answers queries.

In summary, NRW is offering an opportunity for fisheries to join and make use of the Passport scheme, free of set up fees. This will enable them to access a tried and tested facility to:

- promote fishing that they wish to make available
- sell day, week and season tickets/permits via the Passport
- enable members/clubs to book out slots on their own fishing for their own use
- add a link to the club or associations own website with a link straight to the relevant page on the Fishing Passport site.
- administer their own fisheries, set availabilities & prices.
- secure promotion of their fishing to the Fishing Passport's 23,000+ anglers via e-news, website, angling media & other promotional activity
- include club/owner information in an E-newsletter
- receive quarterly payment for permits sold via the Passport's on-line facility

Fisheries would, of course, be free to leave the scheme at any point.

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