

THE ANGLING TRADES ASSOCIATION (ATA)

* MEDIA PACK *



www.anglingtradesassociation.com



...the voice of the British angling industry

BACKGROUND TO THE ATA

The Angling Trades Association (ATA) operates under the umbrella of the Federation of Sports and Play Associations (FSPA). The FSPA is the national trade body responsible for representing the UK's sports and play industries.

The FSPA is the voice of the UK sports and play industry, as it is ideally positioned at the very heart of the industry acting as the first point of contact for its member companies.

Uniting industry our mission is:

"To work in partnership to represent and promote expertise on behalf of UK sports and play businesses"

ABOUT US

The Angling Trades Association is the **Voice of the British Angling Industry** and represents manufacturers, wholesalers, retailers, publishers and distributors within the angling industry.

Formed in 1977, the ATA remains the only trade body representing the angling industry. It counts among its 60+ strong membership base, a majority of the countries leading suppliers within the business, as well as a number of the industries leading retailers.

The ATA offers its members an exclusive range of benefits and services tailored specifically to aid member companies in the strategic development and day to day running of their organisations

The Associations Aims are:

- ❖ To be the unified voice of the UK Angling Industry
- ❖ To promote, represent and protect the trade across all three angling disciplines - sea, game and coarse fishing.
- ❖ To achieve not only long-term stability for the sport but, more importantly, growth and development.
- ❖ To promote and increase the participation of angling through various initiatives (NFW / TAFF)
- ❖ To help shape the industry through partnerships with AF, PAA, Angling Unity, ADB etc



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WHY PARTNER WITH ATA MEMBERS?

Promotion & Development

The ATA is the only angling association that has a long-term initiative to increase angling participation – through ventures like National Fishing Week (NFW) and the Take A Friend Fishing (TAFF) campaign

Voice of the Industry

The ATA represents its 60 strong membership base as the voice of the UK angling industry, (including some of the countries top angling suppliers, publishers and retailers).

Partnerships with Government Agencies, National Governing Bodies and Government Partners

The ATA works closely with the ABD, the newly formed Angling Trust, and has a longstanding relationship with the Environment Agency partnering on National Fishing Week.

Helping to Shape the Industry

The ATA set up and supports the Professional Anglers Association(PAA) to increase the number of angling coaches in the UK, and The Angling Foundation (AF) which advises on angling and fish welfare issues to raise standards

Reduces Risks

Using an ATA member offers peace of mind. All ATA members have to adhere to a Code of Practice which stipulates that members must meet the required standards of experience, proficiency and commercial competence.

Criteria for Membership

Members have all passed the strict criteria for membership. They must operate in a bona fide and ethical manner, must normally be trading for at least one year, and must be proposed by a current member of the ATA of at least twelve months standing.

Code of Practice

The ATA Code of Practice means member companies have committed themselves to maintaining a high standard of quality and service.

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ATA MEMBERS

- Ace Carp Ltd
- Aladdins Cave
- Angler's Mail - IPC Magazines Ltd
- AnyTackle
- B To B Links Ltd
- Bacchus & Rhone
- Bauer Media
- Belstane/Cormoran
- Bennetts of Sheffield Ltd
- Bristol Angling Centre
- Broom Leisure Limited
- Carleton Hill Fishery
- Catfish-Pro Ltd
- Daiwa Sports Ltd
- David Hall Publishing Ltd
- Devon Angling Centre
- Dinsmores Ltd
- Dragon Tackle International Ltd
- Ensign Fishing Tackle
- Epping Fishing Tackle
- Fladen Fishing UK
- Fox International Group Ltd
- Glasgow Angling Centre
- Gone Fishing (Conveys Angling Superstore)
- Hardy & Greys Ltd
- Hopkins & Holloway Ltd
- Kenley Ltd
- Kent Particles
- Kiddy
- Leeda
- Lureflash International Ltd
- Masterline International Ltd
- Matchbox Tackle Ltd
- Maver (UK) Ltd
- Millrace Marketing Ltd
- Network 19
- Oddicombe Beach Shop
- Orvis Co Inc
- Pallatrax
- Passie Tackle
- Powawalker
- Premier Fisheries
- Pure Fishing (UK) Ltd
- Reuben Heaton Ltd
- Richard Wheatley Ltd
- Shimano UK Ltd
- Simpsons of Turnford
- SIS Sporting Insurance Services
- Snowbee (UK) Ltd
- Sundridge Holdings Ltd
- The Friendly Fisherman
- The Source for Publications
- The Tackle Shop
- Tightlines
- Tomlin Tackle Ltd
- Top Trout Ltd
- Tri-Cast Composite Tubes Ltd
- Ultima International
- Veals Mail Order
- W H Lane & Son
- Walkers of Trowell
- Weymouth Angling Centre Ltd

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PRESS RELEASE

Trade asked for three-year pledge to get more people fishing “Dig deep and fund fishing”

The angling industry is being urged to pledge financial support for the next three years to increase the number of people going fishing, to secure the sport’s future.

DHP Ltd, the owner of T&G, along with several key tackle suppliers are kicking off the Angling Participation Fund with promises of monthly donations to finance projects to get people on the banks.

The idea of the fund, launched by Angling Trades Association chairman Sean O’Driscoll, is to ensure we have a sport in the future to supply products too.

Launching the scheme to the ATA’s annual meeting, Sean said: “Ask most people in the trade what one thing they feel would help business and the vast majority would say more anglers. The ATA is the only angling association that has a long-term initiative to increase angling participation – through ventures like National Fishing Week and the Take A Friend Fishing campaign.

“The cynics say they don’t work, they say they are a waste of money. My reply is – you have nothing else to offer. The fact is the ATA’s campaigns have worked. Rod licence sales increased by 70,159 last year. With an enormous amount of help and money from the Environment Agency, angling participation increased.

“Last year we received £20,000 from the Environment Agency to help run National Fishing Week. The begging bowl went out from me to the trade and I think we received £3,000 OVERALL. This is from an industry worth half a billion pounds a year! We, the trade, let our partners down.

“I do not believe we can do that again, because that money and support from the EA will just stop and then there will be NO ONE looking to increase participation.

“If you want a long-term plan to increase the numbers of anglers coming into the sport I urge you all to help. [This will be] a fighting fund dedicated to increasing angling participation. I do not care if you are an ATA member or not because this initiative is far more important than belonging to an association. This is about securing the long-term future of the industry.

“I would like members of the trade to sign a pledge to support this fund for a period of three years. It will be used SOLELY to increase angling participation and NOT to fund the ATA.



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