



The Sea Angling Diary Project is enlisting sea anglers from across the UK to help improve the marine environment through better management of fish stocks and demonstrate the impact of sea angling on the country.

With over 1,300 anglers already providing information through a bespoke, free online diary, the project is seeking to significantly expand numbers to improve the quality of information. Anglers of all abilities are being asked to sign up - whether you're a time served, year-round dedicated sea angler or you fish in the sea occasionally, maybe on holiday.

You can join the study by completing a short form here: www.seaangling.org

The project, which began life as Sea Angling 2016 is now running through to at least the end of 2018 has been re-named the **Sea Angling Diary Project**.

Information gathered will be used to calculate the numbers of people fishing and where and how often they do it; and the economic value of sea angling to the UK economy. Crucially it will show what is caught and where - and the proportions of fish *returned* as well as *kept* - to show the real impact of angling on the environment.

Those who take part receive a:

- Free log in to a **unique Online Catch Diary Tool** to record fishing trips and catches and support in using the diary.
- **Diary Kit** comprising: a Sea Fish Identification Booklet; waterproof catch recording notebook; tape measure and guidance to recording catches.
- Personalised **Online Dashboard** summarising activity and catches and 'End of Year Report' on all your sea angling activity in the year.



Everyone who does the survey also gets entered into a **prize draw** for 2x£50 tackle vouchers from **Fishing Megastore** and 2 x £50 **Amazon** vouchers. When you provide information, you get entered into a draw for more Fishing Megastore and Amazon vouchers **each month you enter data - even if you haven't been fishing!**

The survey is funded by the UK Governments and commissioned by the Centre for the Environment, Fisheries and Aquaculture Science (Cefas). It is carried out by research company Substance, who have undertaken a wealth of research to show the impact of angling and support its development in the last decade (www.resources.anglingresearch.org.uk).

Dr Adam Brown from Substance said: *'It is vital that we know more about sea angling in the UK so that it is properly represented. It is hugely important to get accurate data to support sea angling development, improve fish stocks and demonstrate its economic value. The more people that take part in our exciting Sea Angling Diary project, the better that data will be.'*

Dr Kieran Hyder (Cefas) said, *'It is really important that sea anglers contribute to this survey, as it will help build the evidence needed to improve our ability to conserve fish stocks. The survey aims to collect data that is as accurate as possible about what is caught, released and spent by sea anglers in the UK. This will help enable the sea angling community to demonstrate its real impact more effectively.'*

Information collected will be published and provided to European, national and local policy makers to make better informed decisions on fisheries management, as well as provided to the sea angling community with information to enable them to develop their own views and policies. Results from 2016 are due in November.

To find out more:

Website: www.seaangling.org

Facebook: <https://www.facebook.com/SeaAnglingDiary/>

Twitter: <https://twitter.com/SeaAnglingDiary>

Instagram: <https://www.instagram.com/seaanglingdiary/>

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The project is on behalf of:



Department
for Environment
Food & Rural Affairs

marinescotland



Scottish
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gov.scot



Llywodraeth Cymru
Welsh Government

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Angling organisations supporting the project:



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